

EVERYTHING FOR STOUT WOMEN

Mid-Winter BOOK

Everything at
LOW PRICES

ALL Prices in this book are
effective until Feb. 28th, 1946



COTTON-
and-
RAYON

S Z 505
\$3⁰⁰

For
descriptions
see page 3

SUPERIOR
QUALITY
SPUN
RAYON
3 Z 765
\$5⁵⁰



~~\$3¹²~~
REDUCED
TO
\$2¹²

36 Z 659

Lane Bryant

752 East Market Street

INDIANAPOLIS, INDIANA

Dresses a consumers: No price for any article listed or
inches, as exceeds the ceiling price for that article.

ⓔ
\$198

Smart Styles at
**LOW
Prices**



Ⓢ
\$530



Ⓣ
\$790



ⓐ
\$460



ⓑ

GENUINE
NYLON
SLIP

ⓕ
\$298



For
descriptions
and
other colors
see
opposite



Styles Shown on Front Cover

Smart Printed Dress, \$3.00

5 Z 505—Delightful Dress fashioned of Printed Cotton-and-Rayon. The bordered pattern enriches the sleeves and goes around bottom of skirt. Has buttoned opening to waist. Pleats at skirt-front.

COLOR: Navy only with print as shown. SIZES: 37 to 59 bust. Has a 2-inch hem.
Postage 10¢ extra. **\$3.00**

Two-Tone Dress, only \$5.50

3 Z 765—Slimming Dress of superior Spun Rayon. Smart yoke and vestee-effect are in lighter tone, gaily accented by a pleated ruffle of dress-fabric. The skirt is gracefully flared all-around.

COLORS: Forest green as shown or navy, each with beige trim. SIZES: 37 to 59 bust.
Postage 12¢ extra. **\$5.50**

Ankle-strap Shoe; SAVE \$1.00

This popular Ankle-strap Shoe is reduced from \$3.12 to \$2.12, bringing a \$1.00 saving! Shoe is of Cotton Linene in Red or Blue. Covered platform. 1 1/2-in. heel. SIZES: 4 to 10. Widths: B to EEE.
36 Z 659—Red. Reduced to } **\$2.12** Postage
36 Z 658—Blue. Reduced to } 10¢ pair.

Styles on Opposite Page

(A) 3 Z 766—This Dress is made of lovely Printed Spun Rayon-and-Cotton. New, slashed cardigan neckline. Shirring at shoulders. Flared skirt.

COLORS: Gray with print as pictured, or black with white-and-green print. SIZES: 37 to 59 bust measure. Our low price for Dress.
Postage 12¢ extra. **\$4.60**

(B) 3 Z 767—Slenderizing Dress of Rayon Faille, a fine-ribbed material. Diagonal folds run from each shoulder to the waist. Contrasting color trim. Stitched-down fold at side-front of flared skirt.

COLORS: Navy with red trim (shown); or black with green trim. SIZES: 37 to 59 bust measure. Has a 2-inch hem. Reduced from \$7.95 to
Postage 12¢ extra. **\$5.90**

(C) 3 Z 768—This Dress offers new, flattering wing sleeves, so comfortable because of the deep-cut armholes. This style is of Spun Rayon-and-Cotton in a charming print. Skirt is smartly flared.

COLORS: Navy with print shown; luggage tan with white-and-green print. SIZES: 37 to 59 bust measure. Our low price for Dress.
Postage 12¢ extra. **\$5.30**

(D) 3 Z 769—Print-and-plain unite in this Dress. Of superior fabrics; tops of sleeves, shoulder yokes and flared skirt are made of Rayon Crepe in Alpaca-weave. Lower part of the sleeves, belt and entire waist section are of Printed Rayon Jersey.

COLOR: Black only with multi-color print as shown. SIZES: 37 to 59 bust measure.
Postage 12¢ extra. **\$7.90**

(E) 25 Z 689—Draped Tam of soft Rayon-and-Cotton Bengaline; high at side (small view). Colors: Purple with fuchsia trim (shown), luggage tan with brown trim, or navy with Copen blue trim. SIZES: 21 1/2, 22, 22 1/2, 23, 23 1/2, 24, 24 1/2 ins.
Postage 12¢ extra. **\$1.98**

(F) 12 Z 78—Only \$2.98 for this Genuine NYLON Slip! Wears superbly; washes and dries quickly; needs no ironing. Laundering instructions included. Bias-cut; adjustable straps. Reinforced seams.

COLOR: Tea-rose only. SIZES: 36 to 52 bust only. Length about 44 inches. Price.
Postage 8¢ extra. **\$2.98**

Dresses above come in Lengths from 45 to 48 inches, according to size. See Chart on page 5.

Yes, Everything at LOW Prices



EXECUTIVE
OFFICES

Lane Bryant

NEW YORK

Dear Friends:

Here is your copy of our Mid-Winter Book, a brand-new style book with its customary news: *Everything* for Stout Women and *Everything* at LOW PRICES. We are proud to send it to you.

This is our first post-war book; and, as nearly as possible, we have planned it on a pre-war basis. Many war-time problems are still with us, but, in spite of these, we have been able, in this book, to offer Fashions so appealing, so low in price and so very smart, that even our tried and true friends will be astonished.

Some of our most popular styles in shoes, hosiery, corsets and underwear have been taken right from the pages of our Fall and Winter style book and reduced in price especially for this book. And all new styles are proportionately priced, of course.

From cover to cover, this is a Book of special values. Just a few are shown below. In some cases quantities may be limited, so please state second choice whenever you can. Whatever you buy, we know you will be satisfied; but if not, return your purchase and we'll exchange it or refund your money, as you prefer.

Cordially yours,

Lane Bryant

Just a Few Examples of our Mid-Winter Values—



Our Mail Order Division

is completing its fourth year in its new home
in **INDIANAPOLIS, INDIANA**

WE wish that all of our patrons could see our beautiful mail order home here in Indianapolis, now completing its fourth year. It occupies the ENTIRE building pictured below, almost four acres of floor space, well-lighted, completely air-conditioned and spacious, located at 752 East Market Street, just seven blocks due east from the center of the city.

Many of our skilled employees came with us from New York and we're happy that so many Indianapolis people have joined our Lane Bryant family, since we moved to our new home in this mid-western city.

Our buying and designing offices have remained in New York where employees in these departments co-operate very closely with buyers and stylists in our styling headquarters in New York City.

We have stores in seven cities but our styling for all of them centers in New York and our mail order patrons will continue to have the advantage of last-minute styles direct from New York.

In Indianapolis, we have ample space for larger stocks in greatly increased modern headquarters, and we have improved handling facilities that save time in filling orders. We are organized to give faster, better service now, since we ship from Indianapolis, which is very near the Nation's population center.

Note please: ALL orders are to be mailed to Indianapolis; it is only in Indianapolis that we carry complete stocks of items in our Books. Do NOT send orders to any one of our branch stores.

Now that our Mail Order home is in Indianapolis, should business or pleasure bring you to this city, we sincerely hope that you will come in to see us.



Our Mail Order Division is in **INDIANAPOLIS**, the Population Center of the Entire **UNITED STATES**

From these Greatly Increased Modern Quarters, with Improved Handling Facilities and Larger Staff, we offer you **FASTER** and **BETTER** Service

Mar-Vel

Mar-Vel
A CLASSIC BY
LANE BRYANT

... with Finer Features
ordinarily found only
in higher-priced
dresses ...

MAR-VEL is our own trade name for outstanding dresses which offer you the classic styling, better fabric, better fit and workmanship that are ordinarily found only in dresses selling at higher prices.

Their finer features give our **MAR-VELS** special importance, for they offer stout women all of the costlier details listed below.

- Classic styling for year-in, year-out wear.
- Ribbon-taped waist, yokes and shoulders are triple-stitched.
- Well-fitting Sleeves have basted facings.
- 2-inch basted hem.
- All Buttonholes are double-stitched.
- For extra strength, seams have at least 14 stitches to inch.
- Tri-corner shoulder pads are detachable.
- Extra-wide seams at sides permit easy altering, if needed.

3 Z 771—This Low-priced Dress is a fine example of **MAR-VEL** quality (see list of special features above).

Of soft, superior quality Spun Rayon, a lovely fabric that tailors to perfection.

This Dress opens all the way down front by means of buttons to the waist, and by the smart fly-front closing from waist to the hem.

Shoulder-yokes at the front and back have soft fullness below. Slit pocket. Set-in waistband. Note stunning pleats at front of skirt.

COLORS: Stone blue; black;



~~\$6.95~~
REDUCED
TO
\$6.50

Slenderizing Styles

Season's Smartest In YOUR Size

DIRECTLY from Fifth Avenue to you—from the home of fashion to your home—comes this timely Book of values!

In it, we offer stout women a lovely array of slenderizing styles, the season's smartest... and all are in YOUR size.

Shop with confidence from this book, for every item in it is guaranteed to give you satisfaction in wear and in smartness.

Dress Length Chart

In compliance with War Production Board regulations, the lengths of our dresses are as listed in the chart printed below:

Dress Size	Length About
37 or 38	45 inches
39 or 40	46 inches
41 or 42	46½ inches
43 or 44	47 inches
45 or 46	47 inches
47 or 48	47 inches
49 or 50	47½ inches
51 or 52	48 inches
53 or 54	48 inches
55 or 56	48 inches
57 or 58 or 59	48 inches

At Right: Only \$7.90

Ⓐ 3 Z 772—Smartness and splendid value meet in this delightful Dress. Every detail is calculated to slenderize you.

Made of superior quality Rayon Faille, a fine-ribbed fabric. You will adore the trimming: self-material cording used in epaulet-effect at shoulders. The flared skirt is attractively gored at front.

COLORS: Black or palm-tree green or navy. SIZES: 37 to 59 bust. **\$7.90**
Postage 12¢ extra.

Dotted Classic, \$4.60

Ⓑ 3 Z 773—A classic Coat-Dress of such charm that you'll wear it for seasons to come! This style is made of superior quality Dotted Spun Rayon-and-Cotton.

Convenient to get into—it buttons all the way down the front. Smartly tailored shoulder-yokes and notched collar.

COLOR: Navy with white dot only. SIZES: 37 to 59 bust. Price... **\$4.60**
Postage 12¢ extra.



Ⓐ

SUPERIOR
QUALITY
RAYON
FAILLE
\$7.90

Ⓑ

COAT
DRESS

SUPERIOR
QUALITY
SPUN
RAYON-
and-
COTTON
\$4.60

Lovelier Lines

Offered to You by
these Stunning Frocks



SUPERIOR
QUALITY
ALPACA-
WEAVE
RAYON
CREPE
3 Z 774
\$7.90



ALPACA-
WEAVE
RAYON
CREPE
and
LACE
3 Z 775
\$10.40



COAT
DRESS

Our
Finest
Quality

RAYON
GABARDINE
3 Z 776
\$7.90

3 Z 774—Matching rows of cording, slimming and smart, repeat the curved outline of the neck and continue to the waistline of this Dress. It is of a superior quality Rayon Crepe in smart Alpaca weave. Sleeves in the becoming below-elbow length. Sectional skirt is gracefully flared all-around.

3 Z 775—Shown Above: A luxurious Two-piece Dress: Blouse is made of exquisite Lace. The flared skirt, which is on a self-fabric bodice top, is of superior Rayon Crepe in smart Alpaca weave. Attractive blouse is trimmed with self-corded skirt-material.

COLORS: Black or navy. SIZES: 37

3 Z 776—Expertly tailored. Coat-Dress of our finest quality Rayon Gabardine. Harmonizing stitching outlines pockets and the tapered flanges that run from the waist at back over the shoulders to front-waistline. A find at \$7.90.

COLORS: Dusty rose or luggage tan, each with brown stitching.

Smartly Yours

New Styles...New Details
Planned to Slenderize



SUPERIOR
QUALITY
SPUN
RAYON
3 Z 779
~~\$6.95~~
REDUCED
TO
\$5.90

3 Z 779—This Dress is designed to make you look slimmer: has a soft over-panel of self-material running from shoulder to waist, creating a diagonal effect. Of superior Spun Rayon. Harmonizing embroidered motif. Pleated skirt-front.

COLORS: Lilac with purple trim.



SUPERIOR
QUALITY
RAYON
JERSEY
3 Z 777
\$10.95

3 Z 777—Shown Above: Here is Printed Rayon Jersey at its loveliest—soft, sumptuous and figure-flattering. This superior quality, rich fabric is used to superb advantage in this Dress. Notice the softly draped front-collar which is becoming to the stout woman, and the gracefully draped skirt.



SUPERIOR
QUALITY
ALPACA-
WEAVE
RAYON
CREPE
3 Z 778
\$9.60

3 Z 778—Shown at Right: So new, so very subtle in its flattering ways! This style is of superior Rayon Crepe in an Alpaca weave. The lowered armholes, in smart wing-sleeve silhouette, are very becoming. Self-fabric bow-ends that tie at the front of the waistline create a beautiful draped effect.



GENUINE LEATHER
~~1.00~~ REDUCED TO **94¢**

7 Z 19—Reduced! Belt of Genuine Capeskin Leather. Self-covered buckle. Width about 1 in. Colors: Navy; red; deep wine; chocolate brown; black. Sizes: to fit 32 to 54-inch waist. State waist measure. . . . **94¢**
 Postage 3¢ extra.



SUPERIOR
 QUALITY
 SPUN
 RAYON-
 and-
 COTTON
 3 Z 781
\$4.60

Pictured Above

3 Z 781—Here is an excellent example of the outstandingly fine value which you get from Lane Bryant: this attractive Dress, priced only \$4.60!

We have made it of superior Spun Rayon-and-Cotton. The rows of shirring at the shoulders create soft fullness at front. Handsome button trimming. You'll like the new, flattering heart-shaped neckline.

Sleeves are in below-elbow length. Skirt, which is gored, is smartly flared.



COAT
 DRESS
 SUPERIOR
 QUALITY
 RAYON
 CREPE
 LANETTE
 3 Z 782



SUPERIOR
 QUALITY
 SPUN
 RAYON
 3 Z 783
~~\$5.95~~
 REDUCED TO
\$5.30

3 Z 783—For smart simplicity of line, choose this Dress. It is of a superior quality Spun Rayon. Scalloped detailing at the neckline, at buttoned opening to waistline and at simulated pocket. The attractive skirt is softly flared.

COLORS: Navy, chocolate brown or deep wine. SIZES: 37 to 59 bust meas. Reduced from \$5.95 to **\$5.30**
 Postage 12¢ extra.



SPUN
 RAYON-
 and-
 COTTON
 3 Z 780
\$3.90

3 Z 780—Every wardrobe needs a lovely Printed Dress just like this one! It is so gay, so flattering—and its price tag is a modest \$3.90! This Dress is made of Printed Spun Rayon-and-Cotton. Has shirring at shoulders. Buttoned opening to the waist. Graceful flared skirt.

COLOR: Navy with white print only. SIZES: 37 to 59 bust. . . . **\$3.90**
 Postage 10¢ extra.

At the Left: With Convertible Jabot-Collar

3 Z 782—This Coat-Dress is tailored of a superior, petal-smooth fabric—Printed Rayon Crepe Lanette. It offers so many appealing features: the dotted pattern, the convenient buttoned front-opening, the three-quarter length sleeves. An especially charming feature is the convertible jabot-collar, which may be worn open (see large figure) or closed as shown above in oval view. Handsomely pleated at skirt-front.

COLORS: Copen blue, luggage tan or leaf green, each with white dot. SIZES: 37

Priced
Unusually
Low



COTTON-
and-
RAYON
5 Z 587
\$2.90



COTTON-
and-
RAYON
5 Z 515
\$3.00



COTTON-
and-
RAYON
5 Z 517
\$3.00



COTTON
PRINT
CLOTH
5 Z 519
\$3.98

WITH
16-INCH
SLIDE
FASTENER

5 Z 587—Above: Note the becoming neckline of this Dress; has self-fabric bow-ends that tie at front. Dress is of Printed Cotton-and-Rayon fabric. Two pockets. Pleated at skirt-front.

COLORS: Rose with wine-and-white print, or green with black-and-white print. SIZES: 37 to 59 bust; 2-inch hem. Our very low price... Postage 8¢ extra. **\$2.90**

5 Z 515—Above: White rick-rack braid runs from the shoulders to below waist of this Dress, forming a panel-effect and trimming the two pockets. Dress is of a Dotted Cotton-and-Rayon material. Has a buttoned opening to waistline. The skirt is gracefully flared.

COLORS: Navy or green, each with white dots. SIZES: 37 to 59 bust... Postage 8¢ extra. **\$3.00**

At Right: With Self-fabric Bows, priced \$3.00

5 Z 517—Self-fabric bows are used at the waist-front of this Dress, and the belt ties at front, emphasizing the charming bow-theme. This Dress is of a Printed Cotton-and-Rayon material. White eyelet-embroidery trims neck. Flared skirt.

Beige of shirring at the shoulders. COLORS: Lilac with green-and-white print.

5 Z 519—Here's an easy-to-slip-into Dress offering a welcome feature! Has a genuine 16-in. non-rust slide fastener at the front-opening.

This style is made of a fast-color Cotton Print Cloth. Harmonizing color rick-rack braid trims the front shoulder-yokes and the two pockets.

The belt from each side ties at the back. Notice the smart pleats at center and sides of the skirt-front.

(Aqua green with red print)

At Low Prices!

FLEXSLEEVE

Gives Stout Women

Freedom from Strain

Freedom of Action

Greater Comfort



FLEXSLEEVE



• **RESISTS strain!** The seams won't split or pull out when you reach or bend while at work.



• **Made for action!** Dress won't ride up; sleeves will not bind or cut in when your arm is raised.



• **GREATER comfort!** Made cleverly—there are no extra seams and no extra insets to add bulkiness.

Cotton-and-Rayon

Your Choice

\$3.00
each

5 Z 511—Perfect for active stout women, this trim FLEXSLEEVE Coat-Dress offers the freedom you want for workaday wear, while giving you much longer service. Of a Striped Cotton-and-Rayon fabric. This style has the very new keyhole neckline. Full-length buttoned closing. Opens out flat for ironing. Smart shoulder-yokes and pockets. Pleated skirt-front.

COLORS: Red or brown or Copen blue, each with

5 Z 513—For a Dress that is as comfortable as it is neat and smart, and as long-wearing as it is attractive, choose this FLEXSLEEVE style.

At our very low price of \$3.00, this Dress is a splendid value. Of Printed Cotton-&-Rayon fabric in a floral pattern. Its exclusive FLEXSLEEVE features give complete freedom from any strain (please see the editorial printed at the right).

Flattering, shaped neckline. Gathering below the

OUR famous FLEXSLEEVE Dresses, that are adored by stout women everywhere, are amazing values. These Dresses have a patented sleeve construction which offers exceptional freedom (pictured and described above). And FLEXSLEEVE Dresses give you much better service, because they offer you these seven points of superiority:

1. Exclusive FLEXSLEEVE for freedom of action. This style will eliminate any riding up and pulling at seams.
2. Double row of stitching at shoulder seams will provide extra sturdiness.
3. Seams at waistline are reinforced.
4. Pocket tops are reinforced with extra tacking to prevent possible ripping.
5. End of the lower seam of the sleeve has extra tacking for strength.
6. There are more stitches to the inch, for additional seam strength.

CHOICE OF
Three
Coat Dresses

FLEXSLEEVE

\$3.98
each



WOVEN
CHECKED
GINGHAM



PRINT
CLOTH



WOVEN
PLAID
GINGHAM

5 Z 503—An excellent choice for every active stout woman! This FLEXSLEEVE Coat-Dress offers complete freedom from strain (please see Flexsleeve features described in editorial on opposite page).

Made of a superior, fast-color Woven Checked Gingham. Crisp white piqué forms the trimming at the curved neckline and at the two pockets. Has a full-length buttoned closing at front. It opens out flat for ironing. Smart pleats at the skirt-front.

COLORS: Blue or red or black, each with white
SIZES: 37 to 59 bust measure; 2-inch hem.

5 Z 507—Smart as can be, yet so practical for everyday wear! This FLEXSLEEVE Coat-Dress will give you freedom, comfort and LONGER service (see the Flexsleeve editorial on opposite page).

It is made of fast-color Cotton Print Cloth in a lovely paisley pattern. Tailored notched collar. Two smartly shaped pockets. Buttoned opening all the way down front. Opens out flat for ironing. Note the attractively pleated skirt-front.

COLOR: Lavender-and-aqua green paisley print.
SIZES: 37 to 59 bust measure. This Dress has a

5 Z 509—Greater comfort, longer wear and a trimmer appearance are offered by this FLEXSLEEVE Coat-Dress (see Flexsleeve features in editorial on opposite page).

It is fashioned of fast-color Woven Plaid Gingham. Self-material panels lend interest to the waist as the shoulder-yokes have soft fullness below. Two patch pockets. Buttoned full-length opening to iron. The skirt-front is attractively pleated.

COLOR: In multi-color plaid only. SIZES: 37 to 59 bust measure. A 2-inch hem.

Carefully Tailored

to give you splendid wear



WOVEN
COTTON
CHAMBRAY
BLOUSE

FLB
want a
service.
style has
buttoned
shoulder

COLOR



Smock

COTTON-
and-
RAYON

5 Z 560

~~\$3.59~~

REDUCED
TO

\$3.00

Smock Above: A Fine Value at \$3.00

5 Z 560—In order to achieve a neat, trim look while at work wear this roomy Smock. Of good Printed Cotton-and-Rayon fabric, a fine value at only \$3.00. Semi-fitted; a sash comes from the sides and ties in back. Long sleeves have buttoned cuffs. A patch pocket. Buttoned opening down the front.

COLOR: Navy-and-white print only. SIZES: 37 to 59 bust meas. About 45 ins. long. Smock reduced to.....

Postage 8¢ extra. **\$3.00**

At Left: Tailored Blouse and Slacks

4 Z 18-BLOUSE of fast-color Woven-Stripe Cotton Chambray. Note smart shoulder-yokes and pocket. Hip-length; it may be worn tucked in or outside of slacks. COLOR: In Multi-color stripes only. SIZES: 38 to 54 bust meas. only.....

Postage 4¢ extra. **\$1.89**



*Brunch
Coat*

COTTON-
and-
RAYON

5 Z 501

~~\$2.90~~

\$2.90

Pictured Above

5 Z 501—From early morning 'til daytime's tasks are done, you will look fresh and charming as can be in this Brunch-Coat!

It's tailored of good quality. Printed Cotton-&-Rayon fabric in an appealing paisley pattern.

Easy to slip into: you put it on like a coat and button it at waist. Neat, set-in waist-band.

White rick-rack braid trims the notched collar and the patch pocket. Slightly flared skirt.

COLOR: Green-&-brown paisley pattern only. SIZES: 37 to 59

With NEW, Figure-Flattering
Wing Sleeves



NEW and SO flattering! The close-up view above illustrates how a cleverly made, slightly lowered armhole creates fashionable wing sleeves, as featured in the three styles on this page.



ALL-WOOL
COAT

1 Z 372
\$19.40

ALL-WOOL
SUIT

2 Z 113
\$22.00

1 Z 372—Perfectly smart, perfectly charming! This Coat is tailored of a superior All-Wool Shetland-type fabric (of 100% New Wool) in a faint herringbone weave. The stunning, new wing sleeves, gain style interest through the subtle accent of the ultra-smart extended shoulders. Lovely Tuxedo-collar. Two pockets. A lustrous rayon lining, and a warm interlining.

COLOR: Black only. SIZES: 37 to 59 bust. For Lengths, see Chart, page 15. Postage 22¢ extra. **\$19.40**

2 Z 113—Above: A Two-piece Suit that is the very essence of Spring! Of superior All-Wool Shetland-type fabric (100% new Wool) in a faint herringbone weave. Cardigan-style Jacket has a tapered fold at each shoulder. New wing sleeves. Button-trimmed flaps give the effect of pockets. Lustrous rayon lining. Skirt has kick-pleat at front; slide-fastened closing.

COLORS: Black; navy. SIZES: 38 to 52 bust. Skirt about 29 ins. long. Postage 16¢ extra. **\$22.00**



ALL-WOOL
TOPPER

1 Z 371
\$22.00

At Right: A Topper with the New Cardigan-Neckline

44—fashion news: this dashing styled Topper, of superior All-Wool Shetland-type

Coats and Suits...each Designed to Slenderize

MAN-
TAILORED
*Match-
Mates*



1 Z 326
CHESTERFIELD
COAT

~~\$1985~~
REDUCED
TO
\$1840

2 Z 106
JACKET
and SKIRT

~~\$1985~~
\$1840



2 Z 101
ALL-WOOL
SUIT

~~\$2500~~
REDUCED
TO
\$2200



1 Z 325
ALL-WOOL
CHESTERFIELD

~~\$2500~~
REDUCED
TO
\$2300

2 Z 101—Above: Two-piece Suit of superior, All-Wool Monotone Crepe (100% new Wool). Jacket has Trapunto trim (self-fabric padded design) at each shoulder. Two slit pockets. Jacket is lined with rayon fabric. Flared skirt closes at the side of waist. Black or navy. SIZES: 37 to 59 bust. Skirt length is about 29 inches. Reduced price. . . . *Postage 16¢ extra. **\$22.00**

Shown at Left: Man-tailored match-mates, each reduced! Coat and Two-piece Suit of superior Herringbone Tweed (of 27 1/2% virgin Wool, 17 1/2% reprocessed Wool, 55% reused Wool). Sizes: 38 to 54 bust only. 1 Z 326—COAT in Chesterfield style. Velveteen collar. Two pockets. Well-wearing rayon lining; a warm interlining. COLORS: Brown tweed mixture with brown collar, or gray tweed mixture with black collar. For lengths, see Chart on Page 15. Coat, reduced price. . . . *Postage 18¢ extra. **\$18.40**

2 Z 106—JACKET and SKIRT to match Coat. Jacket has slit pockets.

1 Z 325—Reduced from \$25.00 to \$23.00, a thrifty buy for any stout woman! This Chesterfield is a Coat classic; a style standing very high in fashion's favor.

Tailored of a superior All-Wool fabric (of 100% new Wool) in a herringbone weave. Chesterfield collar is of matching velveteen.

Notice the smart, slenderizing straight-hanging lines that are so flattering to the stout figure. Two pockets. Has lustrous, sturdy rayon lining; a warm interlining.

COLORS: Black or twig brown. SIZES: 37 to 59 bust.

Well-Tailored...and
in YOUR Size

Excellent Values



TWO-PIECE
SNOW
SUIT
2 Z 109
\$14.00

JACKET
ONLY
2 Z 110
\$8.00

PANTS
ONLY
2 Z 111
\$6.50



1 Z 337
POLO
COAT

~~\$19.95~~
REDUCED
TO
\$18.00



1 Z 493
Reversible
Coat

REDUCED
TO
\$14.75

Above: Two-Piece Snow Suit

Two-piece Snow Suit of sturdy All-Wool Cloth (100% reused Wool). Jacket or Pants may be bought separately. Jacket has cotton suede cloth lining. Unlined pants; two pockets. Length adjustable by knit ankle-cuffs. COLORS: Navy; wine; chocolate brown; dark green.

2 Z 109—Jacket and Pants. SIZES: 37 to 59 bust. . . **\$14.00**
Postage 18¢ extra.

2 Z 110—Jacket only. SIZES: 37 to 59 bust. . . **\$8.00**
Postage 12¢ ext.

2 Z 111—Pants only. SIZES: 32 to 54 ins. waist. . . **\$6.50**
Postage 10¢ ext.

1 Z 337—Above: Here's a Polo Coat made of warm, durable, fleecy cotton-backed Coating (21% new Wool, 21% Rayon, 58% Cotton). Two patch-effect flap pockets. Smart, straight-hanging lines. Has a long-wearing rayon lining; warm interlining.

COLORS: Camel's-hair tan; cocoa brown; black. SIZES: 37 to 59 bust. See Lengths in Coat Length Chart at left. Our reduced price. . . **\$18.00**
Postage 18¢ extra.

1 Z 493—At Right: Reversible Coat, reduced! On fair days, wear it with the Shetland side outside. Of fine All-Wool Shetland type fabric (of 50% virgin Wool, 50% reprocessed Wool). Two pockets. On rainy days, wear it inside out; this side is of tan Cotton Gabardine, sturdy and water-repellent.

COLORS: Navy or soldier blue or chocolate.

COAT LENGTH CHART

In compliance with War Production Board regulations, the lengths of the Coats in this Book are as listed below.

Coat Sizes	Length About	Coat Sizes	Length About
37-40	44 1/4 inches	40 or 50	46 1/2 inches

Everything to FIT and FLATTER Stout Women
... and everything offered at LOW PRICES, too



25 Z 538
\$1.94

25 Z 538—Rolled Bumper of Wool Felt (94% new Wool, 6% Casein fibre). The self-hairband has felt flowers with contrasting centers.

Black with red flower-centers, or fuchsia with purple flower-centers, or moss green with jungle green flower-centers. SIZES: 21½ to 24½ inches. Price... **\$1.94**
Postage 12¢ extra.



25 Z 450
\$2.94

25 Z 450—Brim hat of Wool Felt (94% new Wool, 6% Casein fibre). Self-felt forms bow-ends at side of crown and is used in laced-effect at back of brim. Grosgrain trim. Smart, stitched, creased crown.

Camel-beige; gray; black; navy. SIZES: 21½, 22, 22½, 23, 23½, 24 and 24½ inches... **\$2.94**
Postage 14¢ extra.

Smart

for wear now
and throughout
the spring.



25 Z 684
\$2.94

Draped Grosgrain Turban at Right, \$2.94
25 Z 684—Lovely Rayon Grosgrain, intricately draped and swirled, is used to make this enchanting Turban. Its forward tilted lines and its beautiful veiling are immeasurably flattering. Tailored, flat grosgrain bow in back at snug-fitting ribbon elastic hairband. COLORS: Dusty rose with navy veil, all-navy or all-black. SIZES: 21½ to 24½ inches... **\$2.94**
Postage 14¢ extra.



RAYON
CREPE
7 Z 94
\$2.90

7 Z 94—Blouse of checked Rayon Crepe with pleated self-ruffle down sides of the front-opening. Notched collar. Soft fullness below front shoulder-yokes. COLORS: Green, brown, blue, or red, each with a white check. SIZES: 37 to 59 bust. Our price... **\$2.90**
Postage 4¢ extra.



WOVEN
GINGHAM
4 Z 10
\$1.68

4 Z 10—Plaid Blouse in becoming multi-colors. Of fast-color Woven Plaid Gingham. Self-ruffle edges revers and front-opening. Soft fullness below shoulder-yokes at front and back. In multi-color plaid only. SIZES: 38 to 54 bust only. Our price... **\$1.68**
Postage 4¢ extra.



4 Z 15
\$2.05

White Linene Blouse at Right, \$2.05
4 Z 15—This Cotton Linene Blouse is a style every woman needs in her wardrobe. It has an attractively notched collar. Shoulder yokes at front with fullness below. Buttoned front-opening; one patch pocket. Notched-on cuffs. COLOR: White.



SUPERIOR
QUALITY
RAYON
CREPE
BLOUSE
7 Z 95
\$3.98

SUPERIOR
QUALITY
RAYON
GABARDINE
SKIRT
7 Z 96
\$3.98

Blouse Above

7 Z 95—Blouse of Rosewood, a soft-draping Rayon Crepe of outstanding beauty. Of Bur-Mil quality, the name that denotes superior wear.

The shell-stitched tucking and pin-tucking trim lends dainty smartness at front.

COLORS: Powder blue or powder pink; also in beige or white. SIZES: 37 to 59 bust. Our price... **\$3.98**
Postage 4¢ ext.

Skirt Above

7 Z 96—The all-around flared skirt above is of superior Rayon Gabardine. It buttons all the way down the front.

COLORS: Navy

Save ONE DOLLAR
On this Classic SPECTATOR PUMP

~~\$4.19~~ Reduced to **\$3.19**

16 Z 359—Save \$1.00 on this classic Spectator Pump, now reduced from \$4.19 to \$3.19. Of Cotton Fabric in White with Brown Leather trim. All Lady Lane arch-supporting features (see the editorial on page 18). A 1 1/4-inch Cuban heel of simulated leather.

SIZES: 4 to 11.
Widths: A, B, C,
D, E, EE and EEE.
Our reduced price,
Post. 14¢ **\$3.19**

WHITE
WITH
BROWN

THESE FIVE STYLES AT REDUCED PRICES

HOW TO ORDER SHOES

IF you have a Lane Bryant shoe, just tell us the code size that is stamped on inside near the center of the inner sole, or on the outside on the outer sole near the heel; this stamping looks like this →

SIZE
146

If you have never worn our shoes, follow these instructions:

1. Tell us your correct size and your proper width.
2. If you do NOT know your correct size and width send with your order a copy of all numbers and letters which appear in any shoe that fits comfortably. If these are hard to read, copy size or code size numbers from your shoe box.

Not Every Size in Every Color and
Leather. Please State FIRST and
SECOND Choice When Ordering

"Walled" last Pump in Blue or Tan Calf-finished
Leather or in Black Suede or Black Patent Leather.
Short counter, but has other Lady Lane features
(see editorial, page 18). 1 1/4-inch covered wood heel.

SIZES: 4 to 11. Widths: C, D, E, EE, EEE. We
have all sizes, but not in each color and leather.
so please state your FIRST and SECOND choice
on Order Blank. A fine value at our reduced price.

16 Z 294—Made of Blue Leather.....
16 Z 295—Made of Tan Leather.....
16 Z 296—Made of Black Suede.....
16 Z 298—Of Black Patent Leather... } **\$2.59**
Postage 12¢ ext.

~~\$2.79~~
REDUCED
TO
\$2.59

BLUE OR TAN LEATHER
BLACK SUEDE OR
BLACK PATENT LEATHER

"WALLED"
Last

~~\$2.99~~
REDUCED
TO
\$2.49

Smart Oxford, reduced
to \$2.49! Comes in Black
Patent Leather as well as
in Blue Leather. 2-inch
covered wood Cuban heel.

16 Z 652—Black Patent
Leather. SIZES: 4 to 10.
Widths: B to EEE.

16 Z 653—Blue Leather.
SIZES: 4 to 10. Widths:
E, EE and EEE.

Reduced to...
Post. 12¢ **\$2.49**

BLACK
PATENT
LEATHER
OR BLUE
LEATHER

BLACK OR BROWN
RUBBER SOLES AND HEELS

~~\$2.59~~
REDUCED
TO
\$2.39

At the Left: This Moccasin-style
Oxford is reduced to \$2.39. Of
Black or of Brown Calf-finished
Leather. Has Goodyear stitched,
rubber sole; 1-inch rubber heel.

16 Z 799—Black. SIZES: 4 to 8 1/2
in widths C to EEE; also Sizes
9 to 11 in widths C, D, E, only.

16 Z 797—Brown. SIZES: 4 to 8 1/2
in widths C to EEE; also Sizes
9 to 11 in widths C, D, E, only.

Reduced price.....
Postage 12¢ pair. **\$2.39**

At Right: Reduced to
\$4.49! Step-in Shoe in
Black or Blue Crushed
Kid. Elastic gore under
bow. Side sections are of
matching gabardine. A
short counter, but it has
all our other Lady Lane
features (please see the
editorial on page 18).

Has 1 1/4-inch heel made
of simulated leather.
SIZES: 4 to 11. Widths:
A, B, C, D, E, EE, EEE.
16 Z 408—Made in Black

BLACK OR BLUE
Crushed Kid

~~\$4.98~~
REDUCED
TO
\$4.49

\$3.64
pair

ARCH-SUPPORTING SHOES

FOR grand foot comfort, follow the example set by many thousands of stout women everywhere and choose our Lady Lane shoes. In a choice of twelve styles, shown on this and on the opposite page, each offered at a LOW money-saving price! Every Lady Lane Shoe is:

Made on our own Combination last to give ample room at ball of foot, but with a snug-fitting heel.

Made with extra-long inner counter in order to give your arch firm and healthful support.

BLACK
on BLUE
Crushed
Kid

At Left: Step-in Pump of Black or Blue Crushed Kid, each with matching simulated patent leather insert at front. It's Elasticized for snug fit. Smartly perforated. Doesn't have long counter, but has all our other Lady Lane features (see editorial above). A 2-in. Cuban heel. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 Z 247—In Black
16 Z 248—In Blue
Our price... **\$3.64**
Post. 14¢

16 Z 268—At Right: Only \$3.64! Lovely Step-in Shoe of Black Kid. Will fit the foot smoothly; has elastic gore under the neat bow at instep. Daintily stitched and perforated at vamp.

This Shoe does not have a long counter, but has our other Lady Lane features. 1 1/2-inch Cuban heel is made of simulated leather.

SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Our low price... **\$3.64**
Post. 14¢ pr.

BLACK
KID

BLACK KID
OR
WHITE KID

At the Left: Choose this Lady Lane Oxford. Of Black Kid or White Kid, each with stitching and cut-out trim. It has all of our Lady Lane arch-supporting features, as you will find described in the editorial at top of the page.

1 1/2-inch simulated leather military heel with a top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 Z 242—Black Kid
16 Z 237—White Kid
Our price... **\$3.64**
Post. 14¢

At Right: Oxford in Black or in Blue Gabardine; matching leather trim. All our Lady Lane features. 1 1/2-inch medium-low heel is of simulated leather; top-lift of rubber. SIZES: 4 to 11. Widths: C to EEE.

16 Z 249—In Black
16 Z 250—In Blue
Price... **\$3.64**
Po. 14¢

BLACK
GABARDINE
OR
BLUE
GABARDINE

BLACK LEATHER
OR
BLACK KID

At Left: Popular Southern Tie offered to you at \$3.64. Wide, low 1-inch rubber heel and a roomy, broad toe—truly a comfort classic! Goodyear stitched leather sole.

Made in Black Calf-finished Leather or Black Kid. All of our Lady Lane arch-support features (see editorial at top of the page). SIZES: 4 to 11. Comes in wide widths only.

16 Z 24—In Black Calf-finished Leather
16 Z 25—Black Kid
Price... **\$3.64**
Post. 14¢

Reinforced-Toe oxfords for Women-at-Work

TOE-BOX IS REINFORCED TO PREVENT TOE INJURIES

This Oxford has a reinforced and stiffened toe-box to protect toes from bumps against machines and heavy falling articles. In Brown or Black Calf-finished Leather. Lady Lane features. Has 1 1/2-in. simulated leather, military heel. SIZES: 4 to 11. Widths: C to EEE.

16 Z 280—Of Brown Leather
16 Z 281—Of Black Leather
Our low price... **\$3.64**
Post. 14¢ pair.

BROWN
on BLACK
LEATHER



ARCH-SUPPORTING OXFORDS WITH ORTHOPEDIC HEELS

THE two styles below have our famous Orthopedic Heel. This heel extends under and supports your scaphoid bone, which adjoins the keystone of the longitudinal arch, giving you firmer, added support.

BLACK
KID
OR
WHITE
KID

At Left: Lady Lane Shoe with 1 1/4-inch Orthopedic heel. Has top-lift made of rubber.

Of soft Black or White Kid. Perforation trim. Elastic side gorges. Goodyear welt sole. All Lady Lane features. SIZES: 4 to 11. Widths: C to EEE.

16 Z 204—Made of Black Kid

16 Z 205—Made of White Kid

Price, per pair . . . **\$4.50**

Postage 14¢ ext.

1 1/4-Inch
HEEL

BLACK
LEATHER

16 Z 209—At Left: Lady Lane Shoe with our famous 1 1/4-inch Orthopedic heel; rubber top-lift (see features in editorial above).

Made of soft Black Elk Grain Leather; perforation trim. With all Lady Lane arch-supporting features. Goodyear welt sole.

COLOR: Black only. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. This is a splendid value at our price, pair . . . **\$4.50**

Postage 14¢ extra.

1 1/4-Inch
HEEL

WITH FAMOUS *Lady Lane* FEATURES

\$ **4.50**
pair

"WALLED"
Last

BROWN
OR BLACK

At Right: Fine value at \$4.50 per pair! Here is a Moccasin-style Shoe of a soft Calf-finished Leather in Brown or Black. Neat saddle-stitching at front. "Walled" last. Lady Lane arch-supporting features.

Has a 1 1/4-inch heel of simulated leather; a top-lift made of rubber. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 Z 490—In Brown

16 Z 491—In Black

Post. **\$4.50**
14¢

"WALLED" Last

BROWN OR
BLACK

At Right: Streamlined Shoe with a smart high-cut front. It is made of soft Calf-finished Leather and comes in a choice of Brown or Black. "Walled" last.

All of our Lady Lane arch-supporting features are included for comfort. Notice the new 1 1/4-inch heel of simulated leather. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 Z 478—In Brown

16 Z 479—In Black

Post. **\$4.50**
14¢

Nurses' Oxfords

WHITE OR BLACK
WITH RUBBER SOLES

At Left: This is an Oxford for nurses, but is ideal for all women. In White or Black Grain Leather. A short counter, but has all of our other Lady Lane features. Extra-sturdy Goodyear welt construction.

Noiseless, thick rubber sole. 1 1/4-inch heel with rubber top-lift. SIZES: 4 to 11. Widths: A to EEE.

16 Z 508—In White

16 Z 509—In Black

Post. **\$4.50**

14¢

16 Z 399—At Right: This Spectator Pump is made of Black Gabardine; has black calf-finished leather trim.

All our famous Lady Lane arch-supporting features. Has sturdy Goodyear welt construction. The 1 1/4-in. Cuban heel is of simulated leather. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Price **\$4.50**

Postage 14¢

BLACK
GABARDINE

Our
Finest

Stout-Arch Shoes

- ALL STOUT-ARCH FEATURES
- FLEXIBLE ALL-LEATHER SOLES
- GOODYEAR WELT CONSTRUCTION



~~\$6.95~~
REDUCED
TO
\$6.39

BLACK GABARDINE
WITH BLACK PATENT
LEATHER TRIMMING

16 Z 518—Reduced from \$6.95 to \$6.39! This Flexible Oxford is of superior quality Black Gabardine; trimmed with matching patent leather. All our STOUT-ARCH features. A long inner counter; 2-inch Cuban heel. Goodyear welt sole is cemented on.

SIZES: 4 to 11. Widths: A, B, C, D, E only. Also available in widths EE and EEE in SIZES 4 to 10 only. Pr...
Postage 14¢ extra per pair. **\$6.39**



Easy
FLEXING
LEATHER SOLES

EASY-FLEXING SOLES of Genuine Leather are a popular feature of our STOUT-ARCH Shoes. These Shoes, shown on this page, are our finest—yet they are priced exceptionally LOW.

Their superior Goodyear welt construction uses carefully chosen outer soles and inner soles made of specially-treated leather that flexes easily to give you superb, day-long walking comfort.



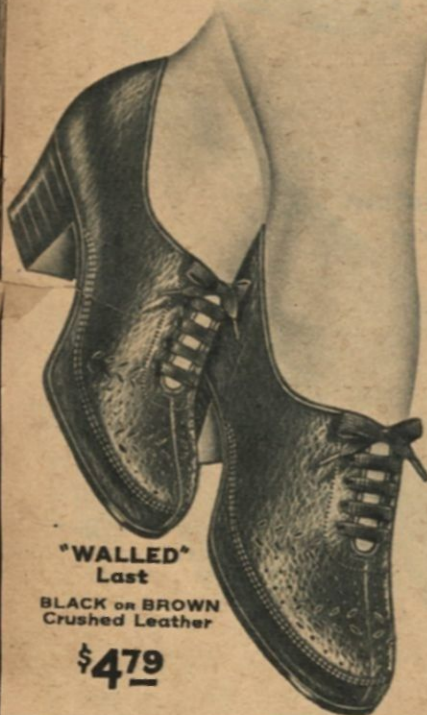
"WALLED"
Last

BLACK, BROWN
OR BLUE

\$6.50

STOUT-ARCH Shoe of a superior Calf-finished Leather in Black, Brown or Blue. "Walled" last. High front conceals an elastic gore. With a short counter, but has all other STOUT-ARCH features. Goodyear welt sole; 1½-in. simulated leather heel. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 Z 556—Made of Black Leather... } **\$6.50**
16 Z 557—Made of Brown Leather... }
16 Z 555—Made of Blue Leather... } Post. 14¢



"WALLED"
Last

BLACK OR BROWN
Crushed Leather

\$4.79

"WALLED"
Last

BROWN ONLY

REDUCED
TO
\$6.39



16 Z 569—Above: Flexible Oxfords of a superior Alligator-effect Leather. "Walled" last. All STOUT-ARCH features. Goodyear welt sole; long inner counter. A 1½-inch heel of simulated leather. COLOR: Brown. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Reduced price...
Postage 14¢ extra per pair. **\$6.39**

Shown at the Left: Smartly Styled Oxford

Smart flexible Oxford made on a roomy "walled" last. Of Black or Brown Crushed Grain Leather. Has all of our STOUT-ARCH features, including long inner counter and Goodyear welt sole. The 1½-inch military heel is of simulated leather. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, and EEE.

16 Z 525—Made of Black Crushed Grain Leather... } **\$4.79** Postage
16 Z 526—Made of Brown Crushed Grain Leather... } 14¢ pr.

ARCH-SUPPORTING OXFORDS WITH
ORTHOPEDIC HEELS



BLACK KID

\$6.50

16 Z 694—Very fine value! Flexible Oxford made of superior Black Kid. Has our 1½-inch Orthopedic heel (see the small view). This heel is of simulated leather with a top-lift of rubber; the heel extends under and supports your scaphoid bone, (the bone that adjoins the keystone of the longitudinal arch).

STOUT-ARCH features included. Goodyear welt sole. Long inner counter.



BLACK
KID
OR
BROWN
KID

\$4.79

REINFORCED
FOR ADDITIONAL
ARCH-SUPPORT

CUSHIONED
LEATHER-COVERED
INNER SOLE

A sturdy STOUT-ARCH Oxford, for \$4.79! Relief for aching arches and tender feet is offered by this flexible Oxford, for it provides cushioned comfort. Inner sole (please see the small view) is of leather-covered cotton felt. A pliable, firm leather reinforcement on inner side of arch gives you added support.

Made of Black or Brown Kid. STOUT-ARCH features. Has Goodyear welt sole. Long inner counter.

Flexible HAND-TURNED ARCH-SUPPORTING SHOES

Styles which are
favorites of Stout
Women...and All

are Low in Price



BLACK
KID
OR
BROWN
KID

\$4.79

Here's a smart, pliable Oxford. Comes in choice of a good quality Black Kid or Brown Kid; flexible hand-turned leather sole. A cushioned insole. Has a long inner counter. All arch-supporting features are included for comfort.

A 1 1/4-inch military heel; the top-lift is made of rubber. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 Z 114—Of Black Kid... } **\$4.79**
16 Z 116—Of Brown Kid... }
Postage 14¢ per pair.



Our Hand-Turned Shoes give the utmost in arch-support. Each pair combines light-in-weight suppleness with all of our well-known comfort features, as described just below:

• **FLEXIBLE CONSTRUCTION:** Our Hand-Turned Shoes are made inside out and then turned by hand; a soft insole is inserted so no stitching can touch your feet. This requires flexible leathers; the result is a supple, soft, comfortable shoe.

• **LONG COUNTERS:** Our Hand-Turned Shoes have a counter that is purposely made longer on inner side (see cut-away view above) for firm support to your arch.

• **NARROW HEELS:** Our Hand-Turned Shoes have narrow heels which fit snugly; prevent chafing or gaping at back or side.



\$4.50

BLACK KID
OR
BROWN KID
MEDIUM LOW HEELS

This Hand-Turned Oxford is an excellent value. Seamless to avoid irritating sensitive feet. Choice of Black or Brown Kid. The Hand-Turned leather sole is so flexible that you can bend it almost double. Soft, cushioned insole; long inner counter. Comfortable, medium-low, 1 1/4-inch simulated leather heel has a rubber top-lift. SIZES: 4 to 11. Widths: A to EEE.

16 Z 592—Of Black Kid. Our price.... } **\$4.50** Postage
16 Z 593—Of Brown Kid. Our price.... } 14¢ pr.

For Sensitive Feet



BLACK
KID

\$4.19



with
Soft Toe

1-inch Heel
for Comfort

BLACK KID

\$3.50

16 Z 55—Do you have tender feet, corns or "hammer" toes (toes that over-ride each other)? Do the seams of ordinary shoes irritate your feet? If so, wear these good quality, Soft-toe Oxfords of Black Kid. No stiffening in the toe of shoe, hence no pressure.

Hand-turned leather sole. A 1-inch heel; top-lift seamless.

Here's a splendid value at \$4.19. These soft Black Kid Oxfords are offered in your choice of 1 1/4-inch medium-low or 1 1/4-inch military heel (see the two heel views above); each has a rubber top-lift.

Arch-supporting features. Has a long inner counter. Hand-Turned leather sole, and a serviceable insole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

CHOICE OF
MEDIUM LOW
HEELS
OR
MILITARY
HEELS

(A)

(B)

For Bunion Relief



NO SEAMS to
cause pain
Plenty of
room for
your
bunions

BLACK
KID

~~\$6.50~~
REDUCED
TO
\$5.95



16 Z 197—Fine value—reduced from \$6.50 to \$5.95! Superior Black Kid Oxford that will help relieve bunions. Seamless and extra-wide across ball of foot. Shaped to fit tender, enlarged joints.

Long inner counter. Arch-support features. Flexible, Hand-turned leather sole; a cushioned insole. Has a Medium-low 1 1/4-inch simulated leather heel with a rubber top-lift.

Casual Shoes and Slippers

are offered here at
Very Low Prices



A ~~\$3.12~~

A Brown or Black simulated Lizard Pump. 1-inch heel. SIZES: 4 to 10. Widths: B, C, D, E, EE and EEE.

36 Z 755—Brown. } **\$3.12**
36 Z 756—Black. }
Post. 10¢ pair.



~~\$3.12~~
REDUCED TO
\$2.49 **C**

B Cotton Fabric Shoe with simulated leather trim. In All-Black, Blue with Gray trim or All-White. Wedge heel. 36 Z 953—All-Black. SIZES: 4 to 7 in Widths B to EEE; also in Sizes 7½ to 10 in Widths B, C and D only.

36 Z 950—Blue with gray trim. SIZES: 4 to 10. Widths: B, C, D, E, EE and EEE.

36 Z 952—All-White. SIZES: 4 to 10. Widths: B to EEE.

Reduced to. **\$2.69**
Post. 10¢ pair.

C Reduced! Sandal of White or Brown smooth simulated Leather. A covered platform. 1-in. heel. Buckle at the side. SIZES: 4 to 10. Widths: B, C, D, E, EE and EEE.

36 Z 686—White } **\$2.49**
36 Z 687—Brown }
Post. 10¢ pair.

D Huaraches in Natural Tan or White simulated leather. Covered platform. 1-inch heel. 36 Z 752—Tan. SIZES: 4 to 6 in Widths E, EE and EEE; also in Sizes 6½ to 10 in all Widths B, C, D, E, EE, EEE.

36 Z 753—White. SIZES: 6½ to 10. Widths: B to EEE. Reduced to. **\$2.59**
Post. 10¢ pair.

E With Platform. A Wedge Shoe in Brown or in Black simulated Suede, or in Blue Fabric with white trim. Each has matching simulated lizard front. SIZES: 4 to 10. Widths: B, C, D, E, EE and EEE.

36 Z 960—Brown } **\$2.98**
36 Z 961—Black. }
36 Z 957—Blue. } Post. 12¢

F Reduced! Shoes of Black simulated Patent Leather, White simulated Leather or Blue simulated Leather. Have 1½-inch heel. Platform sole. SIZES: 4 to 10. Widths: B, C, D, E, EE and EEE.

36 Z 972—Black. } **\$2.98**
36 Z 973—White. }
36 Z 974—Blue. } Post. 10¢



~~\$3.09~~ REDUCED TO
\$2.69 **B**



~~\$3.12~~
REDUCED TO
\$2.59 **D**



~~\$3.12~~
REDUCED TO
\$2.98 **E**

Comfortable "WALLED" Last SLIPPERS



G ~~\$1.89~~

G 36 Z 715—Here is a soft Capeskin Leather Slipper with a moccasin toe. Roomy "Walled" last. Padded sole. A 1½-inch matching wood heel.

COLORS: Black or brown. SIZES: 4 to 11. Widths: B, C, D, E, EE and EEE. Our price for Slipper. **\$1.89**
Postage 8¢ pair.

H 36 Z 742—Slipper of Black or Brown simulated leather. High front hugs instep. Roomy "walled" last. Flexible rubber sole. A broad, ½-inch rubber heel. This is a fine value.

COLORS: Black or brown



H ~~\$2.49~~



Rayon

**EXTRA-
LONG
FULL-
FASHIONED
SERVICE
WEIGHT**

\$1.00

18 Z 195—This Hose is regular size below the knee, with an elastic-knit top that gives double stretch above the knee. Extra-long, too, for added comfort.

This lovely Hose is of superior quality Rayon in long-wearing Service weight. FULL-fashioned and dressy. Picot-edged garter tops. Reinforced feet.

COLORS: Butterscotch beige; dark gun-metal. SIZES: 9 to 11. This is an especially fine value. Our very low price, for this Hose, pair.

Postage 2¢ extra per pair. **\$1.00**

MERCERIZED LISLE
Fashioned • KNIT-to-FIT

64¢

SEAMLESS
SOLES

18Z121—Mercerized Cotton Lisle Hose; gives normal stretch, toe to knee; double stretch above knee. Fashioned; knit to fit. Soles are seamless.

COLOR: Dark gun-metal. SIZES: 10 to 11. Our low price for this Hose. **64¢**
Post. 2¢



SEAMLESS
SOLES

Rayon

SERVICE
WEIGHT

18 Z 241

46¢

At the Left

18 Z 241—Fine value at 46¢ per pair! Outsize Hose of good quality, dull-finished Rayon in durable Service Weight. Daintily picot-ed double garter top is made of mercerized Cotton Lisle.

Reinforced heel and toe; seamed back has fashioning marks. Seamless soles.

COLORS: Butterscotch beige, sand-beige, hazelnut, light gun-metal; also dark gun-metal, black. SIZES: 9 to 11. Price, pair.

Postage 2¢ pair. **46¢**

At the Right

18 Z 65—A splendid value! This Outsize Hose is made of fine Run-Resist Rayon Mesh in Service Weight.

Picot-edged double tops are fashioned of Rayon. Reinforced at feet. Seamed back; soles are seamless.

COLORS: Butterscotch beige, hazelnut, sand-beige or dark gun-metal. SIZES: 9 to 11. Price, pair.

Postage 2¢ pair. **50¢**

Run-
Resist
Rayon
MESH

18 Z 65

50¢

*For
Warmth*

Fashioned • KNIT-to-FIT

20% WOOL
22% RAYON
58% COTTON

SEAMLESS

18 Z 204—The ideal Outsize Hose for winter—fine value at our low price.

Knitted of 20% Wool, 22% Rayon, 58% Cotton. Has double garter top. Entirely seamless. It is fashioned and knit to fit; the feet are reinforced.

COLORS: Dark gun-metal, camel-tan or teakwood (dark tan). SIZES:

MERCERIZED LISLE
Fashioned • KNIT-to-FIT

2 PAIRS FOR \$1.18

18 Z 282—A durable Outsize Hose that is a buy at two pairs for \$1.18. It is made of a good Mercerized Cotton Lisle.

Fashioned and knit to fit. The soles are seamless. Hose has stretchy double tops.

COLORS: Hazelnut; gun-metal; Butterscotch beige; black or white. SIZES: 9 to 11.

SIZES
UP TO
11½

AT
PRICES

Rayon
**EXTRA-
LONG**

**FULL-
FASHIONED**

**SERVICE
WEIGHT**

**REDUCED
TO**

\$1.00

At the Left

18 Z 69—This sturdy
Outsize Hose, ideal for
stout women who need
Extra-long stockings,
is now reduced.

Full-fashioned. Made
of a fine dull-finished
Rayon; Service weight.
Reinforced feet. Double
garter top is picoted.

COLORS: Hazelnut,
dark gun-metal, sand
beige, or butterscotch
beige. **SIZES:** 9 to 11.
Reduced to
Postage 2¢ **\$1.00**

At the Right

18 Z 82—These lovely
outsize Hose are only
96¢ per pair. They are
of superior Mercerized
Cotton Lisle.

Fashioned and knit
to fit. Double tops that
stretch. Seamed at the
back. Sole is seamless;
foot is well-reinforced.

COLORS: Hazelnut,
butterscotch beige,
sand-beige or dark
gun-metal; also black
or white. **SIZES:** 9
to 11½. Pair...
Postage 2¢ **96¢**

*Seamed
Back*

FASHIONED

KNIT-TO-FIT

**SUPERIOR
QUALITY**

**MERCERIZED
LISLE**

96¢

**SEAMLESS
SOLES**

WITH
**ELASTIC
RIBBED
TOPS
THAT
STRETCH**

**MERCERIZED
COTTON**

2 PAIRS FOR \$1.18

SEAMLESS SOLES

18 Z 3—No wonder this Hose is
popular! For legs heavy all over,
but especially above the knees,
this Outsize Hose of superior
quality Mercerized Cotton is
ideal. Elastic-ribbed tops have
ample stretch. Fashioning marks
at the back. Seamed backs. The
soles are entirely seamless.

COLORS: Butterscotch beige,
sand-beige, hazelnut or dark
gun-metal; also black. **SIZES:** 9
to 11. Our unusually low price,
2 pairs for **\$1.18** Postage 2¢ ext.

Comfortable **WARMTH** during the Winter for your knees, ankles and feet

**KNEE
WARMERS**

**25% WOOL
75% COTTON**

**59¢
PAIR**

ANKLETS • Fashioned • Knit-to-Fit
SEAMLESS SOLES

**MERCERIZED
LISLE**

39¢

**57% WOOL
43% RAYON**

61¢

Fine Cotton **SNUGFEET**

3 PAIRS FOR 51¢

18 Z 136—These comfortable
SNUGFEET are made of a
fine Knitted Cotton. Prevent
shoe irritation when you are
not wearing any stockings.
Will absorb perspiration.

COLOR: Neutral
beige. **SIZES:** 8½
to 11½. Our very
attractive price is
3 pairs for **51¢**
Postage 5¢ extra.

18 Z 419—Choose Knee Warmers to wear
over or under hose for extra cosiness.
Come well above and well below the knees.
They are of 25% Wool and 75% Cotton.
Extra-elastic knit provides a smooth fit.

18 Z 141—Anklets for work or
sports. Of Mercerized Cotton
Lisle in a superior quality;
have snug-fitting double tops.
Fashioned; knit to fit. Soles

18 Z 153—Low-priced! These
extra-warm Anklets are of
57% Wool and 43% Rayon.
Rib-knit tops. Fashioned;
knit to fit. Seamless soles.

**EVERY
PRICE A
LOW PRICE**

DOUBLE-Extra OUTSIZE Hose

Wide Enough to Fit the Stoutest Legs

SIZES UP TO 11½

Extra-Size Hose
with DOUBLE-Stretch
above the Knee

Rayon
FULL FASHIONED • SERVICE WEIGHT
REDUCED TO **\$1.19**

18 Z 108—This excellent Outsize Hose is reduced to \$1.19. A fine value.

For the woman who has legs that are stout below the knee, and extra-stout above, as it gives double stretch above the knee.

Made of dull-finished Rayon in Service weight, this Full-fashioned hose will give splendid wear.

Foot is well-reinforced. Cotton double garter top is daintily picot-edged.

COLOR: Butterscotch beige only. SIZES: 9½ to 11. Pair... **\$1.19**
Postage 2¢

Fashioned
KNIT-to-FIT

Seamed Back
SUPERIOR QUALITY
MERCERIZED LISLE
SEAMLESS SOLES

\$1.00

COMBED COTTON
SEAMLESS

59¢

With
WOOL for Warmth
62% WOOL • 38% RAYON
SEAMLESS SOLES

\$1.98

With **ELASTIC RIBBED TOPS**

that
S-T-R-E-T-C-H



18 Z 60
MERCERIZED
LISLE

89¢

18 Z 85—Lovely, superior Mercerized Cotton Lisle Hose offered at \$1.00 per pair. In Double-extra Outsize; will fit the very stoutest legs.

Smartly dressy. Fashioned: knit to fit. Stretchy double tops. Seamed at back; seamless soles. Reinforced feet.

COLORS: Sand-beige; butterscotch beige; hazelnut; dark gun-metal; also black or white. SIZES: 9 to 11½. Our low price per pair is... **\$1.00**
Postage 2¢ extra pair.

18 Z 62—Double-extra Outsize Hose of serviceable Combed Cotton. An excellent value.

Fashioned and knit to fit. Extra-wide and extra-long. It's seamless throughout. Foot is reinforced for longer wear.

COLORS: Dark gun-metal; sand-beige; butterscotch beige; hazelnut; black. SIZES: 9 to 11½. Our price... **59¢**
Postage 2¢ extra.

18 Z 203—A warm Double-extra Outsize Hose to fit the stoutest legs. Of 62% Wool, 38% Rayon.

Soles are seamless. Fashioned; knit to fit. Has seamed backs and fashioning marks. Double garter tops. Reinforced heels and toes.

COLORS: Teakwood (dark tan); camel-tan; dark gun-metal; also black. SIZES: 9½ to 11½. Our price, per pair... **\$1.98**
Postage 2¢ extra.

SURGICAL HOSE "Elastic"

KNEE-LENGTH • Open Toe

ONE STOCKING	SAME HOSE IN FACTORY SECONDS	
18 Z 305	18 Z 307	
\$3.55	\$1.82	FOR ONE STOCKING

FULL-LENGTH • Open Toe

ONE STOCKING	SAME HOSE IN FACTORY SECONDS	
18 Z 304	18 Z 306	
\$3.65	\$1.92	FOR ONE STOCKING

A fine value—Surgical Hose of Two-Way Stretch ELASTIC. Recommended by doctors for sprains, swollen or weak ankles, heavy legs and varicose veins. Knee-length or full-length styles. Look no heavier than service weight hose. Their hair-like threads of synthetic rubber are covered by strong cotton yarns. They are knit to fit. COLOR: Neutral beige only. SIZES: 9 to 11½.

At Left: Knee-length style with open toe. Hemmed top prevents slipping or wrinkling. Cannot be noticed even under sheer hose.

18 Z 305—ONE Stocking... **\$3.55** (Post. 2¢)
TWO Stockings... **\$7.00** (Post. 3¢)

Same Hose; Factory Seconds

18 Z 307—Elastic Hose—factory seconds. Slightly imperfect, but their durability is not

At Right: Full-length style with open toe. Tops of a superior Cotton Lisle; Elastic legs wear in place of or underneath your hose.

18 Z 304—ONE Stocking... **\$3.65** (Post. 3¢)
TWO Stockings... **\$7.20** (Post. 5¢)

Same Hose; Factory Seconds

18 Z 306—Elastic Hose—factory seconds. Slightly imperfect, but their durability is not

18 Z 60—Fine value at 89¢ per pair! A Double-extra Outsize Hose, extra-wide and extra-long to fit the stoutest leg. Hose is of a Mercerized Cotton Lisle; reinforced at the foot. Elastic-ribbed top stretches to fit. Fashioned; knit to fit; seamless throughout.

dark gun-metal; also black or white.

Stout Women!!

ALL our Corsets are offered now at LOW Prices

IF YOU want a lovelier figure . . . if you want to save money (and of course you do) . . . Lane Bryant will grant both of your wishes! Among the large variety of styles we offer, you will find a choice of models that will give you a lovelier slimmer figure, and by taking advantage of our LOW prices you achieve thrift.

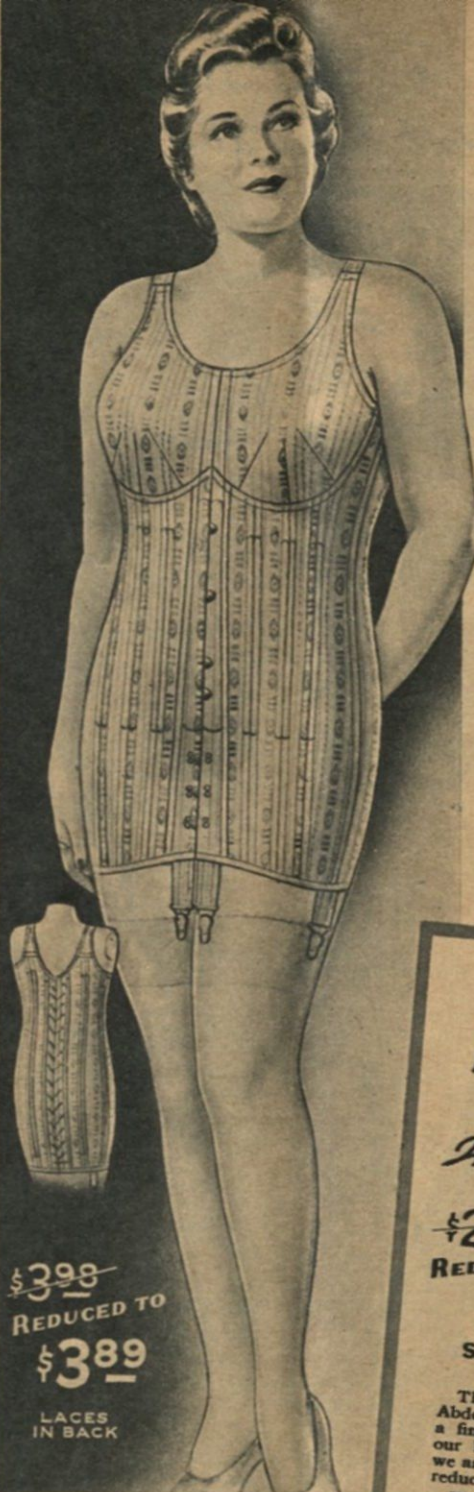
We offer Adaptolettes, supporters, belts, corsets, and brassieres—many of which have been taken right from the pages of our latest Fall and Winter Style Book and reduced in price. However, should you be undecided as to which garment to select, simply write to us and we will send, without any obligation, free expert advice.



SUPERIOR
QUALITY

Front-Lace
Corset

\$4.98



~~\$3.98~~
REDUCED TO
\$3.89

LACES
IN BACK

We're proud to offer this figure-molding Corset made of superior Cotton Corset Twill at its low price of only \$4.98.

Provides firm hip, abdomen and thigh control. Elastic inserts at the front-waist and at thighs. Heavily boned throughout with flexible, non-rust boning.

Adjustable laces at front; boned tongue under laces. Graduated, boned clasp at front. High back; reinforced low front is two inches above waist. Tea-rose only.

17 Z 804—29 to 46 waist; has an 8-inch front clasp; side length is about 16½ inches. Our price . . . **\$4.98**

17 Z 805—29 to 46 waist; has a 9-inch front clasp; side length is about 18½ inches. Our price . . . **\$4.98**

Postage
10¢ ext.

17 Z 463—This figure-controlling Adaptolette is a splendid value at our reduced price of only \$3.89.

Of Broché, a sturdy Rayon-stripped Cotton. Has built-up bust-confining top. Abdominal control is provided by means of firm boning at the front and by the flexible front clasp.

Center-front closing. Laces down the back, as shown in small view, for complete adjustability. Well-boned.

COLOR: Tea-rose only. SIZES: 36 to 58 bust. Length about 20 inches. Our reduced price . . . **\$3.89**

Postage 10¢ extra.

Adaptolette: Trade Mark Reg.

ADJUSTABLE Abdominal Belt

In Two Lengths

~~\$2.65~~
REDUCED TO **\$2.59**

Superior Quality
Corset Twill

This sturdy Adjustable Abdominal Belt, which was a fine value at \$2.65 in our last big Style Book, we are now offering at the reduced price of \$2.59.

This Abdominal Belt is of an extra-strong superior Cotton Corset Twill. It is well-boned at the front and at the back to flatten your abdomen and hips.

Side sections of elastic. Adjustable laces at each side in front. Has hooks at the side. COLOR: Tea-rose only. SIZES: 27 to 48 in. waist measure. Read the lengths message below.

17 Z 764—Front about 11½ ins. long. Price . . . } **\$2.59**
17 Z 765—Front about 13½ ins. long. Price . . . } Postage 8¢ ext.



HOW TO ORDER

Before ordering Adaptolette, Corset or Belt, study the natural lines of your figure, and read every corset description. Select the model you wish and send us the exact measurements of bust, waist and hips, taken with you in mind. When you place your

BUST-CONFINING • FIGURE-SLENDERIZING ADAPTOLETTES—*that Won't slip off your shoulders*

The three ADAPTOLETTES described here will provide strong, all-over control. They will be appreciated by stout women who have sloping shoulders—for their built-up tops stay in place and banish the annoyance of slipping straps.

Their built-up tops will also restrain bulky, excess underarm flesh and eliminate unsightly bulges over shoulder blades. In sizes for tall, for average height or for short stout women.

Adaptolette: Trade Mark Registered



A

**SUPERIOR
QUALITY**

WITH
Abdominal
Supporting
Belt

~~\$8.25~~

REDUCED TO

\$7.98

B
For
Abdominal
Control
Without an
Inner Belt

~~\$4.19~~

REDUCED TO

\$3.98

LACES
IN BACK



C
WITH
Extra-LONG
ADJUSTABLE
Inner Belt

~~\$8.41~~



A One of the finest Adaptolettes we offer, now reduced from \$8.25 to \$7.98! Of a superior, pre-shrunk Cotton Corset Batiste. Elastic side sections. A bust-confining, built-up top; uplift bust sections. Side hooks.

Extra-LONG inner belt is made of herringbone twill. Strongly boned; diagonal bands support abdomen. Side sections are made of elastic. Hooks at side. COLOR: Tea-rose.

B A saving for all stout women! This bust-confining Adaptolette of Broché, a Rayon-stripped Cotton fabric, is reduced to \$3.98. Without an inner belt, it controls diaphragm and abdomen by means of a shaped, boned inner section, held in place by two garters (see small view).

Adjustable by means of laces at the boned back. Built-up top. Elastic side sections. Side hooks. Tea-rose.

C Our finest Adaptolette, offered at \$8.41! Controls abdomen by its extra-LONG boned inner belt of coutil with side sections of elastic; diagonal bands up-lift the abdomen. Adjustable front laces; side hooks. Of superior, pre-shrunk Mercerized Cotton Corset material. A built-up bust-confining top; elastic at sides. Reinforced and boned at back and at diaphragm. Front hooks. Tea-rose.

Excellent Values at our **LOW PRICES**

With **ADJUSTABLE**
ABDO-LIFT*
INNER BELTS

These two Abdo-Lift styles are designed for stout women with large or sagging abdomen.

The Abdo-Lift belt, forming a part of both the Corset and Adaptolette, uplifts abdomen. It fits perfectly (bowl-shaped uplift section is adjustable), and helps relieve back strain by giving support to the spine.

*Abdo-Lift: Reg. U. S. Pat. Off.

For Stout Women with
EXTRA-LARGE
— HIPS —

This Adaptolette and Corset are for stout women whose hips are extra-large (hips at least 12 inches larger than waist).

Designed to control hips and to help them look actually slimmer. Shaped to fit figure, yet allow plenty of hip-room.

And, equally important, the Adaptolette at right will NOT be too large through the bust.

A
Back-
Lace
Corset
WITH
ABDO-
LIFT
BELT

\$4.85

A Back-Lace Corset with an Abdo-Lift Belt of Cotton Twill in herringbone weave. Boned outer garment high in back; 2 inches above waist at front. Flexible front clasp.

Belt is slightly bowl-shaped; curved front steels, adjustable by the side laces, uplift sagging abdomen. Well-boned; has side hooks. Tea-rose only.

17 Z 828—SIZES: 30 to 48 waist.
8½-in. front clasp. **\$4.85**
About 16 ins. long.

17 Z 829—SIZES: 30 to 51 waist.
9½-in. front clasp. **\$4.85**
About 18 ins. long.

Postage 12¢ extra each.

B An Adaptolette of Cotton Corset Twill in herringbone weave. Elastic side sections. Abdo-Lift inner belt of Coutil and elastic. Flexible steels, adjustable by laces at each side-front, support a sagging abdomen. Tea-rose only.

17 Z 506—SIZES: 36 to 52 bust.
About 19½ inches long. Our price, **\$5.79**

17 Z 507—SIZES: 36 to 58 bust.
About 21½ inches long. Our price, **\$5.79**

*In Three
Lengths*

Bust-
Confining
ADAPTOLETTE
WITH
ABDO-LIFT
BELT

\$5.79

C
ADAPTOLETTE
WITH
Adjustable
Inner
Belt

\$6.25

LACES
IN BACK

C Adaptolette of Cotton Twill in herringbone weave; designed for stout women with extra-large hips.

Has uplift bust sections. Back is well-boned. Laces at back from the waist down for adjustability. Elastic side sections control hips.

Extra-long, boned inner belt has a graduated clasp. Adjustable by strong straps at the front. Has non-rust boning. Tea-rose only.

17 Z 154-36 to 52 bust. **\$6.25**
Side about 21 ins. long.
17 Z 155-36 to 58 bust. **\$6.25**
Side about 23 ins. long. Postage 12¢ ext.

Adaptolette: Trade Mark Reg.

D This Thi-Reducing Back-Lace Corset is a splendid value. Of Cotton Corset Batiste. Shaped to give you comfortable, yet strong hip control. It is heavily boned throughout, particularly at sides.

A double self-material section over the abdomen. Elastic inserts at the thighs and the top at front. Front is 2½ inches above waist; 16½-inch front clasp. Tea-rose.

17 Z 882-31 to 48 waist; **\$5.79**

D
Back-
Lace
Corset

\$5.25

... These Three **ADAPTOLETTES** are carried in stock in **SIZES** and **SHAPES** for various figures such as these

**FOR ALL
STOUT
WOMEN**



**LARGE
HIPS**

**AVERAGE
STOUT**

**LARGE
BUST**

THE three Adaptolettes on this page come in **SIZES** and **SHAPES** to fit various stout figures, such as those above. Each is carried in stock in different **SHAPES** (as well as in different sizes) designed for almost every type of stout figure.

• If your **HIPS** are extra-large in relation to your bust, we can fit you in each one of these three styles pictured on this page.

• If you're average stout with hips and bust normally proportioned we can fit you in each one of these three styles shown here.

• If your **BUST** is extra-large in relation to your hips, we can fit you in each of these three styles pictured on this page.

Just send us your measurements; we'll send the garment of your choice in the correct **SHAPE** as well as the correct **SIZE** for your figure.



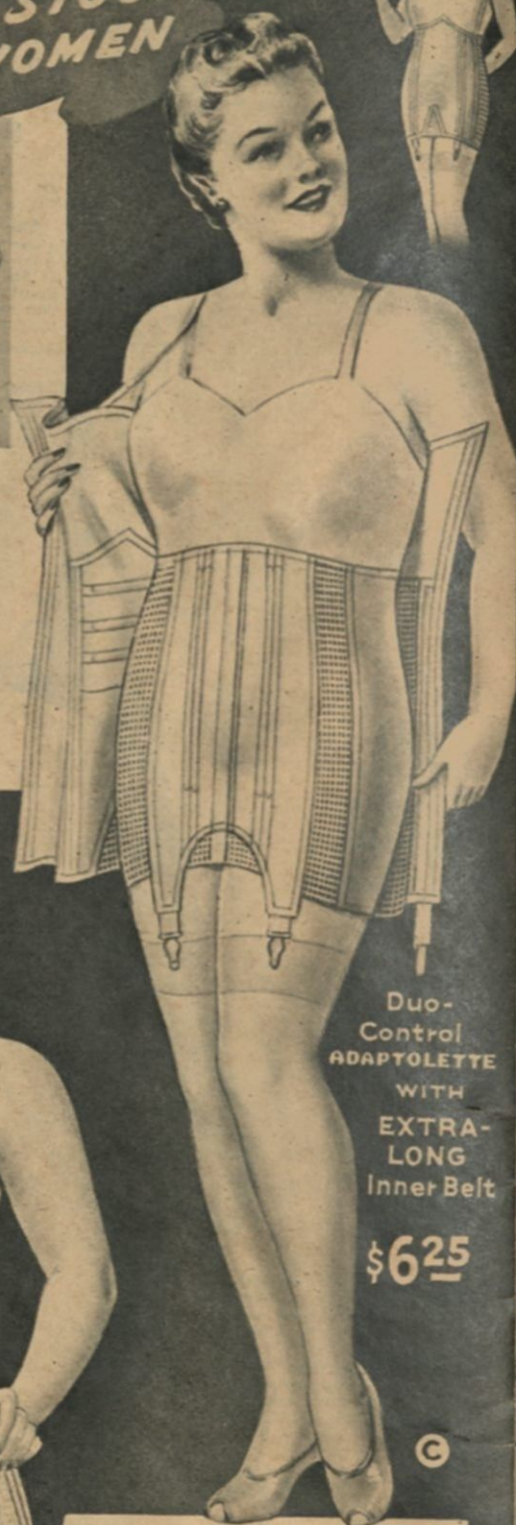
A
WITH
Adjustable
Inner Belt
TO
**HOLD
YOU
IN**

\$7.47



B
WITH
Inner Belt

\$4.85



**Duo-
Control
ADAPTOLETTE
WITH
EXTRA-
LONG
Inner Belt**

\$6.25

A 17 Z 25—Above: This bust-confining Adaptolette is a very fine value. It comes in sizes and shapes for almost every type of stout figure. Made of a superior, pre-shrunk Rayon-Brocaded Cotton fabric.

Built-up top. Adjustable laces at the sides; side hooks. The well-boned inner belt of Coutil controls your abdomen. Adjustable, slanting straps regulate control of graduated, curved front clasp, and **HOLD** abdomen in and up. Laces at the side-front. **COLOR:** Tea-rose. **SIZES:** 36 to 58 bust measure. Side length about 21 inches. Our price is.....

Postage 12¢ extra **\$7.47**

B 17 Z 53—At Right: This is an Adaptolette made in sizes and shapes for various types of stout figures. Of superior Broché, a Rayon-striped Cotton fabric. Has a built-up top. Laces down back (small view). Uplift bust sections. Boned at the back. The long, boned inner belt of Coutil has adjustable laces at each side. Diagonal bands uplift abdomen. Side hooks.

COLOR: Tealrose only. **SIZES:** 36 to 58 bust measure. Side length is about 21 inches. This is a fine value at our low price of.....

Postage 12¢ extra **\$4.85**

C Here is splendid value at our price of \$6.25. Choose this Duo-Control Adaptolette to give support to a fleshy diaphragm or a large abdomen. It comes in sizes and shapes for almost every type of stout figure. Made of superior, pre-shrunk Cotton Corset Batiste.

There is an extra-long, front-hook inner belt. The strong boning, sturdy self-fabric and side sections of elastic combine to support abdomen firmly.

Outer garment has side panels made of durable elastic. Hooks at side. Boned support at diaphragm. **Tea-rose only.**

17 Z 60-36 to 52 bust. Side length about 18½ ins.

\$6.25

In **THREE** Lengths

For TALL, AVERAGE or SHORT Stout Women



~~\$6.25~~

REDUCED TO

\$5.98

With Uplift
Inner Belt
Shown Below



What a savings opportunity this is for you. This Adaptolette is reduced to only \$5.98. Whether you are tall, average height or short, this style will be right for you. Comes in three lengths, proportioned to give tall, average or short stout women ideal fit and comfort. It is of superior pre-shrunk, Cotton Corset Batiste. Uplift bust sections. Forked shoulder straps. The inner belt has strong, flexible boning. Diagonal bands uplift your abdomen. Outer garment and belt each have panels of elastic. COLOR: Tea-rose.

17 Z 560—SIZES: 38 to 58 bust measure. Length at the side is about 23½ inches. Our reduced price is.....
17 Z 559—SIZES: 36 to 58 bust measure. Length at the side

\$5.98

A Strong
Support to
Abdominal
Muscles

\$8.25



ADJUSTABLE BELT can be
Raised or Lowered as desired

This is one of our finest Adaptolettes, offered to you at only \$8.25. Of superior, pre-shrunk, Rayon Brocaded Cotton Corset Batiste. Side panels are of elastic. Well-boned at the back. Hooks at side. A detachable, boned inner belt of Coutil in bowl-effect supports abdomen. Side laces raise or lower belt to lift abdomen to correct position. Tea-rose only.

17 Z 546—SIZES: 36 to 52 bust measure. Side about 19 inches long. Our price is.....	} \$8.25 Postage 12¢ ext.
17 Z 547—SIZES: 36 to 58 bust measure. Side about 21 inches long. Our price is.....	

ELASTIC GARTERS • In TWO Lengths

For Corsets

Just what you need to give prolonged life to your corsets and Adaptolettes. Replace worn-out garters with these splendid new ones made of a fine, heavy quality elastic.

They are easily adjustable. In a choice of two lengths. COLOR: Tea-rose only.

52 Z 24—About five inches long. Price, pair.....	} 21¢ Postage 2¢ extra.
52 Z 25—About seven inches long. Price, pair.....	
Postage 2¢ extra. 22¢	



21¢ UP-PAIR

ELASTIC SANITARY BELT



65¢

Reinforced Sanitary Belt

52 Z 23—This is a specially well-made Sanitary Belt of durable Elastic. Double bands at front and back are reinforced so that they will not wear off. Rayon fabric pinning tabs. Two safety pins included.

COLOR: Tea-rose only. SIZES: 28 to 50 inches

\$15

Comfort
Brassieres
WITH HOSE
SUPPORTERS

HOOKS AT SIDE

\$50

Popular Styles at **LOW PRICES**

New! Extra-Long Brassieres
with Adjustable Cup-Sections

Your
Choice
\$2.98
each

27 Z 947—Fine buy at \$1.15! This Comfort Brassiere has a built-up top to restrain excess flesh. Made of firm rayon-figured Cotton fabric. Wear it with or without a corset. Light boning at diaphragm. Hooks at side. Two garters at the front.

COLOR: Tea-rose. SIZES: 36 to 58 bust measure. Our low price for this Brassiere is . . . **\$1.15**
Postage 4¢ extra.

27 Z 905—Comfort Brassiere of Broché, a Rayon-striped Cotton material. This style may be worn with or without corset; comes down over diaphragm where it's lightly boned. Four long garters hold it securely in place. Side hooks.

COLOR: Tea-rose. SIZES: 36 to 58 bust measure. Our low price for this style . . . **\$1.50**
Postage 4¢ extra.

TO ACHIEVE the youthful, uplift silhouette that the new fashions require, wear these Extra-long Brassieres made of a fine Cotton Corset fabric. Choice of two styles, each with a wonderful, new feature which permits you to adjust the cup-sections to suit your individual figure-type with perfect comfort. Merely adjust the drawstrings until your best figure lines have been attained.

27 Z 994—Pictured Above: Extra-long Brassiere. The cup-sections are easily adjustable by concealed drawstrings. Ideally comfortable. Hooks at side.

COLOR: Tea-rose. SIZES: 36 to 52 bust measure only . . . **\$2.98**
Postage 3¢ extra.

27 Z 993—Above: Extra-long Brassiere. Built-up top won't slip. Cup-sections are easily adjustable by concealed drawstrings. Hooks at the side.

COLOR: Tea-rose. SIZES: 36 to 52 bust measure only . . . **\$2.98**
Postage 3¢ extra.

Satisfaction
Guaranteed or
Your Money Will
be Refunded

Back-
Lace
Corset
\$2.98

17 Z 861—Back-lace Corset of sturdy Cotton Herringbone fabric. Well-boned to control abdomen, hips, thighs and back. Adjustable back laces. Built low under bust (1 1/2 inches above waist); medium-high in back. Shaped front. COLOR: Tea-rose only. SIZES: 29 to 35. . . . **\$2.98**

ABDOMINAL BELT
REDUCED TO **\$1.49** LACES IN BACK

17 Z 763—Reduced to \$1.49! Belt of Rayon-striped Cotton Corset fabric. Gives you light-in-weight support. Relieves fatigue also. Adjustable by back lacing. Boned front will flatten abdomen. Hooks at the side. . . . **\$1.49**

TWO-WAY STRETCH
"Lastex" Garter Belt
\$2.19 REDUCED TO **\$1.79**

17 Z 624—For splendid freedom, get this Garter Belt, now only \$1.79! Made of a Genuine Two-way Stretch Rayon-& Cotton "Lastex" that will not ride up. This garment is made in slip-on style; the four adjustable garters are convenient. . . . **\$1.79**

DIAPHRAGM
BAND
(TO BE WORN
OVER CORSET)

\$1.12 REDUCED TO **79¢**

17 Z 746—For waistline "roll" wear this Diaphragm Band of a sturdy elastic-like material (not made of rubber) and of tape. Prevents bulging if worn over low or medium-low corset. . . . **79¢**

Extra-Size Brassieres for ALL Stout Women



27 Z 953—Here is a fine value at our very low price of only \$1.65. Choose this extra-long Brassiere for fleshiness at diaphragm and back. Light-in-weight boning at the diaphragm and in back (please see the small view above).

It's designed for medium to full bust. Built-up top will control your excessive shoulder, underarm and back flesh. Of a fine quality, Rayon-striped Cotton Corset fabric. Hooks at front.

COLOR: Tea-rose only. SIZES: 36 to 58 bust. Our low price. . . . \$1.65

Postage 3¢ extra.



27 Z 992—A popular Bust Confiner that is a fine value at our price of \$1.35. Designed for the woman with medium to full bust. Made of a sturdy Rayon-striped Cotton.

This style is extra-long—comes down well over the diaphragm. The built-up top restrains your excess underarm, shoulder and back flesh; straps won't slip off shoulders. Has convenient front hooks.

COLOR: Tea-rose. SIZES: 36 to 58 bust. Our price. . . . \$1.35

Postage 3¢ extra.

BRASSIERE in choice of Three CUP-DEPTHS
for Medium Bust...Full Bust...or Extra-Full Bust
Proportioned to Fit Figures such as these



This Brassiere will give you the superb fit you are looking for. Not only does this style come in sizes to fit every woman of stout figure, but it is offered in a choice of three CUP-DEPTHS, proportioned to fit the figure with Medium Bust or Full Bust or Extra-Full Bust (views at left).

When you wear this Brassiere you will have superior support, for it gives you the ideal fit you'd expect from a made-to-order garment.

Made of superior, soft Cotton Batiste. Has a built-up top that effectively restrains excess shoulder, under-arm and back flesh. Hooks at the side. Reinforced at diaphragm. Tea-rose only. SIZES: 36 to 58 bust. Give size in ordering.

27 Z 913—For the Medium Bust...
27 Z 914—For the Full Bust...
27 Z 915—For Extra Full Bust... } \$2.29

Post. 3¢



Uplift
Brassieres

HOOKS
IN FRONT



With Non-Slip Straps

27 Z 985—Here is a very fine value. This long Uplift Brassiere is designed for the figure with a full to extra-full bust.

Made of sturdy Rayon-striped Cotton Corset material. Built-up at the front. Hooks at front.

For Youthful Lines

27 Z 930—This long Uplift Brassiere is offered at \$1.15. For the medium to full bust. Of Broché, a Rayon-striped Cotton.

Uplift bust sections to give youthful lines. Front hooks; the shaped diaphragm flattens and comfortable.

EXTRA-LONG
Uplift Brassiere

\$1.80 HOOKS
AT
SIDE

27 Z 991—Imagine being able to buy this fine quality extra-long Brassiere at our price of \$1.80!

Designed for stout women with a full to extra-full bust.

Made of brocaded Rayon- and - Cotton fabric in a superior quality. Has uplift bust sections. This style hooks at side.

COLOR: Tea-rose only. SIZES: 36 to 52 bust meas. only. Price. . . . \$1.80

Post. 3¢



Warm, Extra-Size Knitted Slips

- NON-SAGGING
- NON-BINDING
- NON-BULKY



B
FINE
COTTON
79¢



8% WOOL
92% COTTON **A**
\$1.39

A 12 Z 730—Not available until Jan. 15th. Extra-size Princess Slip knit of 8% Wool and 92% Cotton in an elastic-rib stitch. Non-sagging, non-bulky and non-binding. A built-up "Sta-up" top. High-cut in the back. Has drawstring neck. Shoulders won't slip. Colors: Tea-rose, buff, medium-gray or cream-white. Sizes: 38 to 52 bust only. About 46 ins. long. Price... Postage 8¢ extra. **\$1.39**

B 12 Z 601—Not available until Jan. 15th. Extra-size Princess Slip of Fine Cotton in an elastic-rib stitch. Non-sagging, non-binding, non-bulky.

Drawstring at the neck; the straps won't slip off your shoulders. Built-up "Sta-up" top; high-cut at the back.

Colors: Buff or medium gray, each with

Slips Made of **NYLON** that

Two Slips, each of a fabric woven of the wonder yarn you've been waiting for—**NYLON!**

- DRIES IN A JIFFY, IS
- AMAZINGLY STURDY, AND
- REQUIRES NO IRONING



LACE
TRIMMED

C
FOUR
GORE
SLIP
\$3.98

Your
Choice

\$3.98
each



D
Built-Up
SLIP
\$3.98

YES, these two slips are of **ALL-NYLON**, a smooth-bodied rich fabric that will thrill you with its loveliness. They launder quickly, dry in a jiffy and require no ironing. And they will wear and wear and wear!

C 12 Z 79—**NYLON** Slip with trim of Alençon-type cotton lace. Bias-cut bust sections; four-gore style will not twist or bind. The straps are adjustable. Nylon-stitched seams. "How to Launder" instructions included. **COLORS:** Black or tea-rose.

D 12 Z 80—**NYLON** Slip above. In ever-popular built-up style. The shoulders will not slip off. Neat, flat folds at hips give you extra roominess for sitting comfort. Nylon-stitched seams. Laundering instructions are included. **COLORS:** Tea-rose or black.

FOUR GORE SLIPS *with Built-Up Tops*



A
RAYON
TAFFETA

B
BROCADED
RAYON
TAFFETA

Choice
\$1.09
each

BUILT-UP SLIPS, stout women's favorites, each offered at the low price of \$1.09! The straps won't slip, will not tear off or bind, no matter how active you may be. In four-gore style.

A 12 Z 75—This built-up Slip of good Rayon Taffeta is a fine value. The straps will not slip off shoulders. Shell-stitched at the top. Four-gore style prevents binding. Slip is reinforced at the seams.

COLOR: Tea-rose. SIZES: 36 to

B 12 Z 76—A comfortable, yet luxurious Slip of rich Brocade Rayon Taffeta. In four-gore style that prevents twisting. Built-up shoulders won't slip; shell-stitched at top. Reinforced at seams.

COLOR: Tea-rose. SIZES: 36 to

EXTRA-SIZE Slips

Emphasizing

Smooth Fit
and
Long Wear



C
SUPERIOR
QUALITY
RAYON
JERSEY
REDUCED
TO
\$1.95

C 12 Z 868—For a smooth fit, choose this Slip of superior quality Rayon Jersey with a rich, satiny finish. Reduced to \$1.95.

Launders nicely and needs no ironing. Shaped bust sections. Double top at front and at back; has adjustable shoulder straps. It is reinforced at the seams.

COLOR: Tea-rose. SIZES: 36 to 54 bust only. Length about 45 ins. Reduced price...

Postage 8¢ extra. **\$1.95**

In Two Lengths

D Here's a fine value. Built-up Slip available in a choice of 42-inch or 44-inch lengths.

Made of a sturdy, lustrous Sateen. Deep flat folds at the sides give ample hip-room. The seams are reinforced. COLORS: Tea-rose; tan. SIZES: 36 to 58 bust. State size and color.

In TWO
Different
Lengths

D
LUSTROUS
SATEEN

\$1.39



Run-Resistant
Crepe-Knit
RAYON
JERSEY

\$279



A

Nightgown Above

Ⓐ 14 Z 826—Here is a smart extra-size Nightgown—one of our finest values! Of superior Run-Resistant Rayon Jersey in attractive crepe-knit effect.

The smart, square neck-front is emphasized by fagoting, ribbon bows and écreu lace. Cap sleeves.

COLORS: Tea-rose; light blue. SIZES: 36 to 58 bust. **\$2.79**

Postage 8¢ extra.

Shown At Right

Ⓑ 14Z850—Exquisite extra-size Nightgown fashioned of a superior quality Rayon Satin, a heavy-bodied fabric. One of our finest styles, now reduced.

Beautifully simple in its style. Has a flattering V-neckline; the cap sleeves are shell-stitched.

COLORS: Tea-rose or powder blue or white. SIZES: 36 to 52 bust only. Reduced to **\$2.50**

Postage 8¢ extra.



B



C

Extra-Lovely

EXTRA-SIZE

Nightgowns

Featuring delightfully
feminine details
that every stout
woman loves

Petal-Smooth
RAYON

~~\$2.98~~

REDUCED
TO

\$1.95



D

Pictured Above

Ⓒ 14 Z 807—Isn't this a lovely extra-size Nightgown? And it is reduced to \$1.95. A fine value.

This style is of petal-smooth woven Rayon fabric which wears very well. The square neck is trimmed with bands of fagoted self-material in matching color. Shirring in front. The neat cap sleeves are shell-stitched.

COLORS: Tea-rose, white or powder blue. SIZES: 36 to 58 bust. Reduced price. **\$1.95**

Postage 8¢ extra.

Needs No Ironing

Ⓓ 14 Z 851—A splendid value. An extra-size Nightgown offered to you for only \$1.89.

This style is of a fine quality Run-Resistant Rayon Jersey. It is serviceable—easy to launder and needs no ironing. Fagoted, lace-like braid is used to outline the flattering V-neckline, which has a dainty bow. Cap sleeves.

S: Black or

EXTRA-SIZE UNDERWEAR at Low Prices



RAYON JERSEY
BLOOMERS \$1.00

Bloomers With Reinforced Crotch

Not available until Jan. 25th . . . Full-cut bloomers to give non-binding, sitting and bending comfort. Of a superior, long-wearing Rayon Jersey. Ribbed cuffs at legs. Well-reinforced crotch. COLOR: Tea-rose only.

14 Z 514—44-inch hip measure. Length about 22 inches.

14 Z 515—50-inch hip measure. Length about 23 inches.

14 Z 516—56-inch hip measure. Length about 24 inches.

14 Z 517—66-inch hip measure. Length about 25 inches.

OUR LOW PRICE for these Bloomers . . . \$1.00
Postage 3¢ extra.



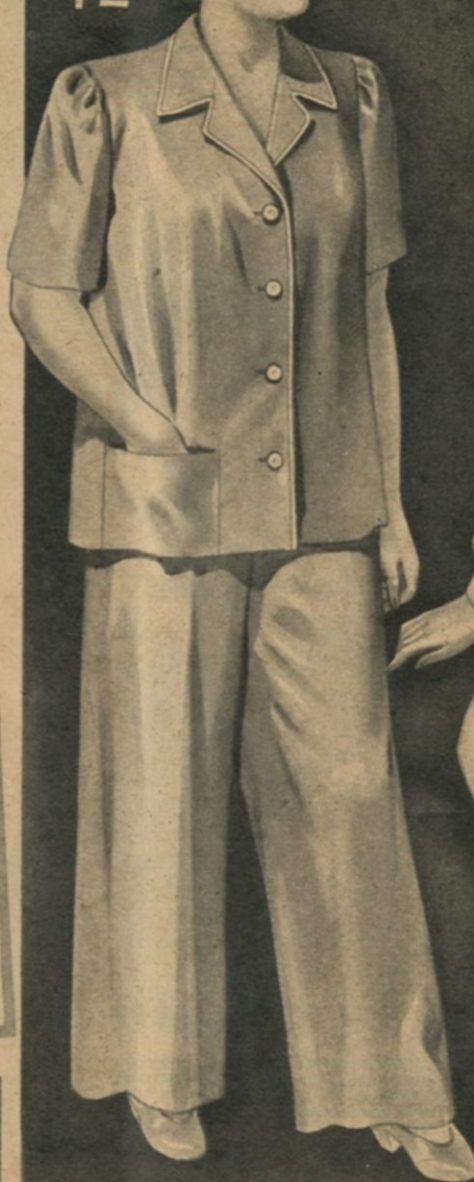
RAYON
TAFFETA
PETTICOAT

REDUCED
TO
97¢

22 Z 271—Reduced to 97¢! This Petticoat is made of soft, lustrous Rayon Taffeta in a good quality which will wash well and which will give you excellent service. There's a flounce of self-material around the bottom. Seams are reinforced for longer wear. This Petticoat will not add bulkiness to the silhouette, and will provide a smooth foundation under your sleek-fitting costume.

RAYON
CREPE

\$4.50



Slumber in these Well-Tailored

Two-Piece Pajamas



EXTRA-
ELASTIC
KNIT

FINE
COTTON

*Slumber
Snuggie*

\$1.98

Beautifully Tailored

14 Z 852—Beautifully tailored, luxurious Two-piece Pajamas made of superior Rayon Crepe in a lustrous long-wearing quality.

Fashioned along the man-tailored lines you love. Notched collar and full-length buttoned opening are piped in harmonizing color. A convenient patch pocket. The roomy trousers have elastic at back of waist.

COLORS: Sun gold, flamingo red or black. SIZES: 36 to 58 bust. Price . . .

Postage 10¢ extra. \$4.50

For Cozy Warmth

14 Z 913—There is no need to worry about cold, wintry nights when you are wearing these Slumber Snuggie Two-piece Pajamas. Of warm Knitted Cotton rib stitch. Lower . . .

Turn . . . Have . . . and ankles. The . . . made in ski-pants style.

C . . . Tea-rose only. SIZES: 36 to 52 bust only. Two-piece Pajamas . . .

Postage 10¢ extra. \$1.98

Cotton Slumber Socks

14 Z 40—Reduced to only 38¢ pair. These Slumber Socks are just the thing to keep your feet warm on cold winter nights. They are nicely made of fine medium-weight Cotton in a stretchy, ribbed weave, and are ever so comfortable. Their close-knit ribbed toes help to keep them on snugly.

REDUCED
TO

38¢



EXTRA-ELASTIC KNIT Rib-Stitch Snuggies

FOR WARMTH, wear these fine quality Rib-Stitch Snuggies! These Vests and Panties shown below are light-in-weight, yet cozy. Their extra-elastic ribbed-knit will give the stout woman smooth fit without bulkiness.



12½%
WOOL
12½%
RAYON
75%
COTTON

VEST
OR
PANTIES

\$1.19
EACH

FINE
COTTON

VEST OR
PANTIES

98¢
EACH

11 Z 218—Vest: Of 12½% Wool, 12½% Rayon, 75% fine Cotton. Band-finished armholes and neck. COLOR: Tea-rose. SIZES: 36 to 54 bust.

Postage 3¢ extra. **\$1.19**

11 Z 219—Panties: Made of 12½% Wool, 12½% Rayon, 75% fine Cotton. With Elastic waistband. Ribbed band at bottom of legs. COLOR: Tea-rose. SIZES: 48 to 64 ins. hip.

Postage 3¢ extra. **\$1.19**

11 Z 224—Vest: Of fine, medium-weight Cotton. V-neck at back; band-finished neck and armholes. COLOR: Tea-rose. SIZES: 36 to 54 bust meas. Price.

Postage 3¢ extra. **98¢**

11 Z 225—Panties: Of fine, medium-weight Cotton. Have Elastic waistband. Ribbed band at the bottom of each leg. COLOR: Tea-rose only. SIZES: 48 to 64 inches hip measure. Our very low price.

Postage 3¢ extra. **98¢**

Light-Weight Cotton UNION SUITS

Any 2 FOR
\$1.32



11 Z 79
OPEN
STYLE

11 Z 83
CLOSED
STYLE

These extra-size Union Suits are very fine values at ANY TWO for \$1.32! Of light-in-weight, elastic-knit, absorbent White Cotton that will not look bulky. Band-finished neck and armholes. Have built-up drawstring tops.

11 Z 79—Above: Knee-length Union Suit with close-fitting knee. Has reinforced, long crotch. Made in open style with a wide-lapped seat. Here's a fine value.

SIZES: 36 to 58 bust measure. Our price, TWO Union Suits.

Postage 6¢ extra. **\$1.32**

11 Z 83—Shown Above: A Union Suit made in closed style with a convenient, wide umbrella knee; note the attractive shell-stitching around the legs.

SIZES: 36 to 58 bust measure. Our price, TWO Union Suits.

Postage 6¢ extra. **\$1.32**

CHOICE OF ANY 2 of the styles above (one of each or two of either) for **\$1.32** Postage 6¢ ext.

OPEN STYLE
"BENEATH
CORSET"
COTTON
PANTIES **98¢**

Panties at the Left

14 Z 270—These Panties are made to be worn beneath your corset. Have open seat and crotch, for complete convenience and comfort.

Of an extra-elastic ribbed, fine knitted Cotton in superior quality. Absorbent and light-in-weight, a garment to wear the year around.

Beneath-corset panties prolong the life of your corset by saving it from any deteriorating effects of perspiration. These Panties have elastic at the waist in back.

COLOR: Tea-rose only. SIZES: 44 to 64 ins. hip meas.

Light-Weight Cotton Vests
2 for \$1.00

Vest at the Right

11 Z 479—Extra-size, extra-long Vests made of a fine quality, light-weight knitted Cotton that's absorbent and sturdy. These vests are full-cut yet they will not look bulky. They are an excellent value.

Note the drawstring style neck and the reinforced armholes are attractively band-finished.

Shell-stitched at the neck and armholes. The comfortable built-up shoulders will not slip off.

COLOR: White only. SIZE: 36 to 58 bust meas.



Our Guarantee: Your Money Back if You Are Not Satisfied

Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to enclose remittance—a Money Order, a Postal Note, a Bank Draft, or your own personal Check. Be sure your remittance includes all necessary Postage, as stated under the price in each description.

How to Take Your Measurements

When Ordering Lane Bryant Garments

In order to give you a well-fitting garment, it is of utmost importance that you fill in all of the measurements required below. In ordering Coats, Dresses and Corsets do NOT specify STOCK SIZES of some former garments purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane Bryant. DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.

B—BUST Measure—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust, B, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tightly, and do not make any allowances.

W—WAIST Measure—Take this measurement rather tightly around the smallest part of waist (at the natural waist-line, W) while wearing any well-fitting corset.

H—HIP Measure—Take this measurement around the largest part of the hips. Not too tight. Make no allowances.

A—AROUND ARM—(around fleshiest part).....

E to S—SLEEVE Measure—Under side of sleeve from armpit to length of sleeve desired, with arm hanging loosely.....

F to W—FRONT WAIST-LENGTH—From base of neck at front, F, to natural waist-line, W.....

K to W—BACK WAIST-LENGTH—From base of neck at back, K, to natural waist-line, W.....

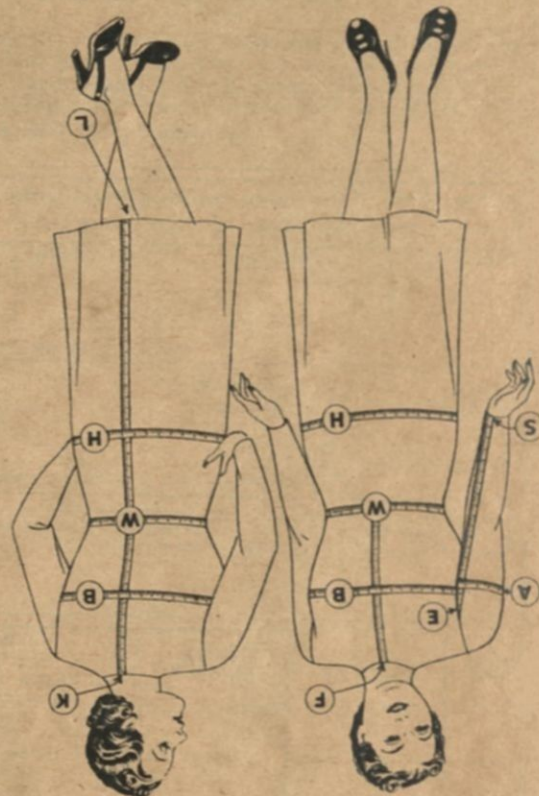
K to L—FULL-LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, K, to bottom of hem at center back, L.....

Be sure to mention

Your Height.....

Your Weight.....

NOTE: These pictures and this measurement blank are printed upside down for our convenience in filling orders.



For directions in ordering
SHOES.....see page 17
CORSETS.....see page 27

Lbs.....

Ft.....Ins.....

Give actual measurements; make NO allowances.

INCHES

Lane Bryant, 752 East Market St., Indianapolis 17, Indiana

PLEASE CUT ALONG THIS LINE AND MAIL TO OUR INDIANAPOIS ADDRESS -

Name _____
Address _____
Town _____ State _____
Name _____

Be sure you have given correct name and address—on order blank and also on mailing envelope. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to enclose remittance—a Money Order, a Postal Note, a Bank Draft, or your own personal Check. Be sure your remittance includes all necessary Postage, as stated under the price in each description.

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W—WAIST Measure—Take this measurement rather tightly around the smallest part of waist (at the natural waist-line, W) while wearing any well-fitting corset.

H—HIP Measure—Take this measurement around the largest part of the hips. Not too tight. Make no allowances.

A—AROUND ARM—(around fleshiest part).....

E to S—SLEEVE Measure—Under side of sleeve from armpit to length of sleeve desired, with arm hanging loosely.....

F to W—FRONT WAIST-LENGTH—From base of neck at front, F, to natural waist-line, W.....

K to W—BACK WAIST-LENGTH—From base of neck at back, K, to natural waist-line, W.....

K to L—FULL-LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, K, to bottom of hem at center back, L.....

Be sure to mention

Your Height.....
Your Weight.....

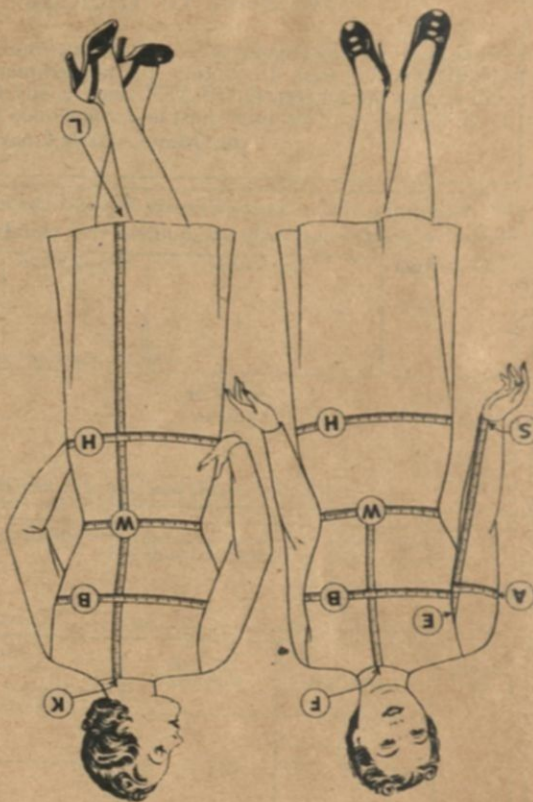
Lbs.....
Ft.....
Ins.....

Give actual measurements; make NO allowances.

INCHES

NOTE: These pictures and this measurement blank are printed upside down for our convenience in filling orders.

For directions in ordering
SHOES.....see page 17
CORSETS.....see page 27



Lane Bryant, 752 East Market St., Indianapolis 17, Indiana

Brighten Your Leisure Hours with these Cotton Print Cloth **HOUSE COATS**

CHOICE OF FOUR STYLES

\$3.98
EACH



(A)

Pictured Above

(A) 6 Z 234—Colorful charm at a low price! House Coat of fast-color Cotton Print Cloth in a delightful floral pattern.

The flared, ankle-length skirt is very flattering. Wrap-around style; has inside ties. All-around sash. Convenient patch pocket.

COLOR: Wine with print as pictured only. SIZES: 37 to 59 bust measure. Length about 55 inches. Price.....

Postage 10¢ ext. **\$3.98**

Shown at Right

(B) 6 Z 233—This very lovely House Coat is fashioned of a fast-color Cotton Print Cloth in a smart paisley pattern.

Made in wrap-around style; buttoned closing at waist. Belt from each side ties in the back. Has shirring below shoulders for softness. Patch pocket. The ankle-length skirt is flared.

COLOR: Multi-color print as shown only. SIZES: 37 to 59 bust measure. Length about 55 inches. Price.....



(B)



(C)

Shown Above

(C) 6 Z 235—An entrancing, gay floral pattern and beautiful details lend an appealing touch to this attractive House Coat!

Made of a fast-color Cotton Print Cloth—an excellent value at our very low price of \$3.98.

Self-material ruffling creates a very flattering collar-effect at front; self-ruffling also trims the patch pocket. In wrap-around style; sash ties at side. Also has inside ties. Ankle-length skirt.

COLOR: Navy with print as shown only. SIZES: 37 to 59 bust measure. Length about 55 inches. Price.....



(D)

WITH
22-INCH
SLIDE
FASTENER

Pictured Above

(D) 6 Z 236—Slide-fasteners are available again, and we are prompt in bringing you this House Coat featuring a 22-inch non-rust slide-fastened closing. This is truly an outstanding value at our low price of \$3.98.

This House Coat is made of fast-color Cotton Print Cloth in a charming floral pattern. Ruffling of self-material accents the front shoulder-yokes; note the new, attractive heart-shaped neckline that is so flattering.

Smart, modified fullness at front of waist. The ankle-length skirt is gracefully flared. An all-around sash ties at the front.

COLOR: Multi-color print as shown only. SIZES: 37 to 59 bust measure. About 55 inches long. Our low price.....

Postage 10¢ ext. **\$3.98**

For Slippers to wear with House Coats, see page 22 of this

All our Prices are LOW Prices

CARDIGAN
REDUCED
TO
\$2.94

SLIP-OVER
REDUCED TO
\$1.94

KNITTED
BLOUSE
REDUCED
TO
\$2.25

Raincoat
\$16.95

Classic Twin Sweaters

Smart Twin Sweaters: matching Cardigan and Slip-over, each sold separately at a special, REDUCED price! Made of 25% new Wool, 25% Rayon, and 50% Cotton. Each will be perfect to wear with your skirts, slacks or suits.

Cardigan, \$2.94

Slip-Over, \$1.94

8 Z 277—Warm Cardigan Sweater. Long sleeves. COLORS: Green as shown; navy; wine. SIZES: 38 to 52 bust measure only. Reduced price for this Cardigan. Postage 6¢ extra. **\$2.94**

8 Z 276—Slip-over Sweater shown above; with short sleeves. COLORS: Green (shown); navy; wine. SIZES: 38 to 52 bust measure only. Reduced price for Slip-over. Postage 6¢ extra. **\$1.94**

Pictured Above

8 Z 903—Reduced for clearance. This Blouse is knit of Cotton Bouclé in a non-clinging stitch. May be worn outside of skirt or tucked in. Ribbing at waistband and at sleeves. Buttoned opening at the neck. Patch pocket. COLORS: Powder blue (shown); dusty pink; wine; navy. SIZES: 38 to 52 bust only. Postage 8¢ extra. **\$2.25**

Coat-Sweaters

ALL-WOOL
WORSTED
JERSEY

SELF-STRIPED
PATTERN **\$4.65**

JACQUARD
TRIMMED **\$6.50**

ALL-WOOL WORSTED
SHOULDER SCARF **\$2.69**

8 Z 901—Coat-Sweater that is very low priced. Made of Wool-&-Rayon Jersey (50% new Wool and 50% Rayon). Knitted in faint, self-color stripes. A notched collar.

8 Z 301—A superior quality Coat-Sweater, unusual value at \$6.50. Made of All-wool Worsted Jersey. Contrasting Jacquard-knit trim. Collar may be worn buttoned up.

8 Z 224—Very fine value. Warm Shoulder Scarf with sleeves. Of soft, All-Wool Worsted, knit in a dainty stitch. Shoulder Scarf comes well down to the waist in back for comfortable warmth (see the small view) and is held on firmly by the ribbed cuffs and by the two self-knitted ties.

Choice of FOUR Colors

1 Z 453—Raincoat for all-weather wear. Made of a water-proofed Rayon-&-Cotton Satin-finished Twill, one of the most durable fabrics made. Raglan shoulders.

There's a button-trimmed tab at each wrist. Button fly-front closing. Two patch pockets.

Lengths from 44 1/2 to 47 ins.